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ESCP Business School launches MSc in Luxury Management spanning Italy and France

ESCP Business School announces the launch of its **Master of Science (MSc) in Luxury Management**, a unique programme spanning Italy and France set to welcome its first intake in September 2024. This dynamic programme equips aspiring professionals with the skills and knowledge needed to thrive in the luxury industry.

The luxury sector is in a constant state of change, driven by digital market trends, globalization, and shifting consumer needs. This calls for new business models and strategies that work in keeping with luxury brands' core values.

One of the programme's standout features is its dual-campus structure, based in Turin and Paris. This leverages the strengths of two key locations in the luxury industry landscape. The MSc starts in Turin, a city known for its rich Italian history of craftsmanship and creativity, home to major luxury players. The second part of the programme unfolds in Paris, celebrated for its iconic French fashion and beauty brands, high-end department stores, and exquisite hospitality. The MSc concludes with a minimum four-month internship and the completion of a master's thesis.

The curriculum offers foundational courses in luxury business management, emphasizing the need for sustainable business practices. Specialised areas of study include retailing, innovation, finance, human resources, marketing and sales, supply chain, art thinking and business law. This holistic approach enables students to navigate the complexities of the luxury industry.

Isabella Maggioni, Associate Professor of Marketing and Academic Director of the MSc in Luxury Management, underscores the programme's significance, stating, *"Companies across all levels of the luxury spectrum are actively seeking skilled professionals with a combination of robust managerial expertise, up-to-date industry knowledge, and a flair for innovative thinking to support their continued growth. This programme caters to students aspiring to forge a career in the dynamic luxury sector."*

The degree programme is designed for those with a passion for luxury, offering a firm understanding of the latest trends across different sectors.

ESCP's MSc in Luxury Management aligns closely with industry needs, enabling graduates to break into the premium sector through a valuable network of business connections. The curriculum includes an internship, interactive lectures, teamwork, exposure to industry practices, an international consulting project, and in-person presentations.

The luxury sector's traditional business models have been disrupted, creating omnichannel strategies, novel customer journeys and more reliance on technology to stay competitive. As a result, employers seek out professionals with strong managerial skills, up-to-date industry knowledge, creative thinking and an innovative mindset to foster growth in the sector.

ESCP's MSc in Luxury Management offers the ideal grounding for those seeking a successful career in the ever-evolving high-end industry. By enrolling on this degree programme, students will gain the skills, knowledge, and expertise to thrive in the luxury sector.

For more information about ESCP's MSc in Luxury Management and the application process, please visit [Master of Science \(MSc\) in Luxury Management | ESCP Business School](#).

About ESCP Business School:

ESCP Business School was founded in 1819. The School has chosen to teach responsible leadership, open to the world and based on European multiculturalism. Six campuses in Berlin, London, Madrid, Paris, Turin and Warsaw are the stepping stones that allow students to experience this European approach to management.

Several generations of entrepreneurs and managers were thus trained in the firm belief that the business world may feed society in a positive way. This conviction and ESCP's values - excellence, singularity, creativity and plurality - daily guide our mission and build its pedagogical vision.

Every year, ESCP welcomes 10000+ students and 6000 managers from 135 different nationalities. Its strength lies in its many business training programmes, both general and specialised (Bachelor, Master, MBA, Executive MBA, PhD and Executive Education), all of which include a multi-campus experience.

It all starts here.

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