

# International Telematic University UNINETTUNO

www.uninettunouniversity.net - University without boundaries



## Master in Fashion Retail and Luxury Management

(In cooperation with the **London College of Contemporary Arts**)

MA in Fashion Retail and Luxury Management is aimed at developing knowledge about the basic concepts of fashion retail and luxury management. The students will work at the various aspects of marketing management: from an analysis of the Fashion System to the study of fashion marketing and communication techniques; from a detailed research into brand management to the distribution scenario. Beside strategic aspects, the course looks closely at fashion as a cultural, social and historical system characterized by different trends to be analyzed and interpreted. A specific part of the program that was designed by UNINETTUNO is aimed at deepening the characters of fashion as "Made in Italy" as well as its history and development during the centuries. The program is aimed at graduates in economics, management, design and related areas who wish to gain specialized knowledge on the management of fashion, retail and luxury brand projects. This course is specifically designed to train students who will be able to cover a wide range of leadership and consulting roles within the creative or business sectors at international level.

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## I STAGE

- Essentials and Principals of Fashion Marketing and Luxury
- Sustainable Fashion Branding
- Fashion Marketing and Retailing in the Luxur sector: Store location and visual merchandising
- The Origins of Fashion

## II STAGE

- Principles of Fashion Management and Administration
- Made in Italy: History of Italian Fashion
- Made in Italy: When Fashion Meets Identity
- Innovative tactics of fashion e-tailing: The application of new technology and its impact on supply chain
- Brand Globalisation

## III STAGE

- Final Project

**For information  
and training support**

**LCCA - London College of Contemporary Arts**  
[www.lcca.org.uk](http://www.lcca.org.uk)

**Teaching Activities Secretariat**

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INTERNAZIONALE UNINETTUNO

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**LCCA**

London College of  
Contemporary Arts

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