

EXECUTIVE EDUCATION

| le savoir vivant |

Luxury branding

SHORT PROGRAMME



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ABOUT

How to define and implement a luxury brand strategy? A question we will answer by helping you understand **how to make strategic choices** and how to respond to the challenges that luxury brands face today through a better understanding of the **key rules and characteristics of a luxury brand strategy**.

OBJECTIVES

Identify the key facets of a **luxury brand strategy** and differentiate a luxury strategy from a fashion or premium strategy.

Analyze strategic solutions to **develop a luxury brand equity** and plan luxury communication campaigns.

Develop innovative solutions to implement luxury brand strategies in terms of product, price, distribution and communication.

TARGET AUDIENCE

Luxury industry managers and professionals who take on management, marketing, communication or branding responsibilities.

Management, marketing, communication and brand **professionals moving into the luxury industry** from non-luxury industry.

Individuals who wish to **develop their understanding of the luxury industry** in order to start their own business or satisfy their curiosity.