

# Postgraduate Certificate

New Experiences in the Fashion  
and Luxury World





## Postgraduate Certificate New Experiences in the Fashion and Luxury World

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: **Professionals from various academic disciplines who wish to deepen their knowledge of the new luxury world, its growth and commercialization opportunities.**

Website: [www.techtute.com/in/school-of-business/postgraduate-certificate/new-experiences-fashion-luxury-world](http://www.techtute.com/in/school-of-business/postgraduate-certificate/new-experiences-fashion-luxury-world)

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# 01 Welcome

This program was created with the intention of deepening in the different fundamental pillars of the fashion universe, which support the good development of companies in the luxury and magnificence industry. The importance of analyzing certain aspects and acquiring knowledge applicable to marketing in the sector will provide the professional who studies this program with the tools to plan and project successful strategies. Likewise, it provides the tools to determine the buying behavior of the luxury consumer; to know what the motives, desires, needs or reasons are that lead the consumer to buy a product or service. Understand the stages of the consumer buying process and the psychological and social aspects that can affect consumer behavior.



Postgraduate Certificate in New Experiences in the Fashion and Luxury World.  
TECH Technological University



“

*You will acquire the ability to drive a marketing strategy to promote a luxury product with an effective campaign”*

02

# Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class centre for intensive managerial skills training.



“

*TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"*

## At TECH Technological University



### Innovation

The university offers an online learning model that combines the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system.



### The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

**95%** | of TECH students successfully complete their studies



### Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

**100,000+**  
executives trained each year

**200+**  
different nationalities



### Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

**500+** | collaborative agreements with leading companies



### Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



### Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.



TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



### Analysis

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TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



### Academic Excellence

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TECH offers students the best online learning methodology. The university combines the Relearning method (a postgraduate learning methodology with the highest international rating) with the Case Study. A complex balance between tradition and state-of-the-art, within the context of the most demanding academic itinerary.



### Economy of Scale

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TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



### Learn with the best

---

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



*At TECH, you will have access to the most rigorous and up-to-date case studies in the academic community"*

03

# Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.



“

*We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you training of the highest academic level"*

This program will provide students with a multitude of professional and personal advantages, particularly the following:

**01**

### A significant career boost

---

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

*70% of participants achieve positive career development in less than 2 years.*

**02**

### Develop a strategic and global vision of companies

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TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional areas.

*Our global vision of companies will improve your strategic vision.*

**03**

### Consolidate the student's senior management skills

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Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

*You will work on more than 100 real senior management cases.*

**04**

### Take on new responsibilities

---

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

*You will find a network of contacts that will be instrumental for professional development.*

06

### Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different areas in companies.

*20% of our students develop their own business idea.*

07

### Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

*Improve your communication and leadership skills and enhance your career.*

08

### Be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified professors from the most prestigious universities in the world: the TECH Technological University community.

*We give you the opportunity to train with a team of world renowned teachers.*

# 04 Objectives

The objective of this Postgraduate Certificate is to develop an effective marketing strategy after detecting the buying behavior of the luxury consumer; to know what the motives, desires, needs or reasons are that lead the consumer to buy a product or service. To this end, it is important to understand the stages of the consumer buying process and the psychological and social aspects that can affect consumer behavior. With all this, you will acquire the necessary tools to understand the role of marketing in a company or how to design a brand strategy focused on new potential consumers, knowing in depth the appearance, lifestyle and the latest trends to guide them to the potential consumer.



“

*You will acquire the tools to plan and design a round marketing campaign with which you will obtain the best results in the fashion world"*

TECH makes the goals of their students their own goals too.  
Working together to achieve them.

The Postgraduate Certificate in New Experiences in the Fashion and Luxury World will enable the student to:

01

Knowledge of Western and Eastern cultures for the correct development of consumer profiles and marketing campaigns at an international level

03

Understand the progress of new digital marketing tools

PASSION FOR FASHION

WE'RE OPEN

02

Discover the triple approach brand-strategy-consumer

04

Acquire critical thinking in relation to sustainability and innovation in luxury marketing

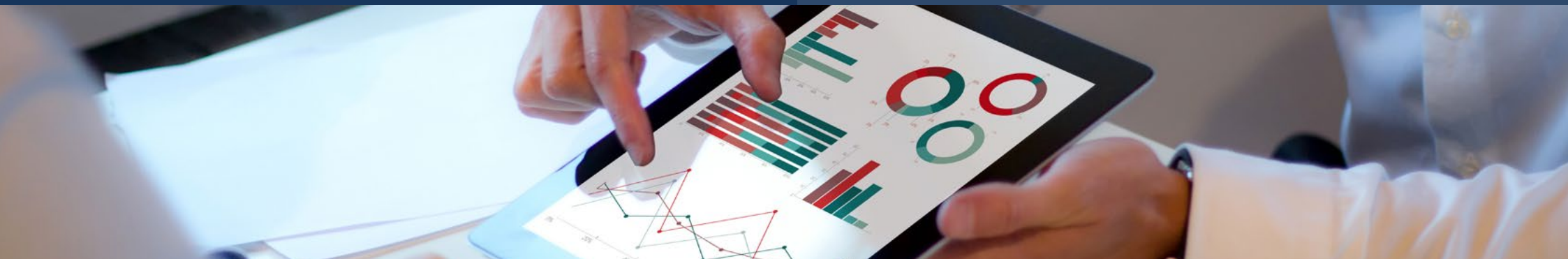


05

Expand the ability to analyze the commercial scenario of brands

07

Develop strategic skills to adapt to the new labor market



06

Improve decision making in the business and business development context

08

Elaborate a correct Marketing Plan adapted to the client, brand and market needs

09

Plan marketing actions in line with the luxury industry, providing profitable solutions in the short and long term

11

Build predictable, flexible and sustainable marketing models that guarantee the survival and impact of the luxury product



10

Learn to project the brand's identity to society as a whole

12

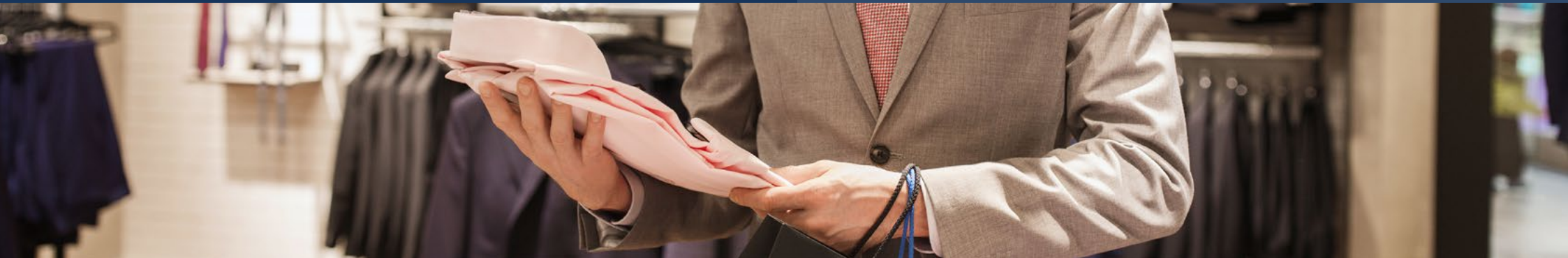
Discover the evolution of public relations and the latest market trends, understanding the persuasive component of PR for luxury marketing and the role of social media in communication strategies

13

Acquire the necessary knowledge to be able to apply different marketing strategies depending on the product, the brand and/or the company

15

Understand the importance of performing an analysis and introspection of the company before setting our objectives



14

Know and use appropriate key terminologies both internally and externally

16

Plan and design an optimal marketing campaign to obtain the best results

05

# Structure and Content

The program of this Postgraduate Certificate in New Experiences in the Fashion and Luxury World is developed by the best experts in the sector, who have poured their knowledge and experience in a complete and up-to-date syllabus. It covers the latest developments in the fashion industry and the luxury world, such as the fact that brands take into account their plural, global and digital audience. Its 100% online format allows students to study it at the time and place that best suits their availability, schedules and interests, and in just 6 weeks they will have a quality program, typical of the sector.



“

*You will master the key messages according to the type of customer thanks to today's demanding labor market"*

## Syllabus

Today's highly globalized and competitive environment has forced companies to establish highly efficient work environments that allow them to achieve their objectives. To achieve this, companies must use the best tools to reach a competitive and efficient management level in order to be able to adapt at all times to the needs of the market. This Postgraduate Certificate teaches the necessary tools and knowledge to achieve this adaptation and to be able to compete in the best conditions.

Due to the need to constantly adapt to the changes that occur in the environment, which can be of all kinds, it is necessary for a company to act as an adaptable system. For this reason, it is essential that all professionals even if they are responsible for only one area of the company, are aware of the impact on other areas and above all, on the end customer. In other words, they must have transversal knowledge.

The Postgraduate Certificate in New Experiences in the Fashion and Luxury World at TECH Technological University is an intensive program that will prepare you to master the fashion industry landscape through the new techniques of predictive marketing.

The content of the program is designed to favor the development of the skills demanded by this service and to delve deeper into the tools that are currently used, oriented to the new experiences that the industry is going through.

The program deals in depth with the impact of visual language in the sales projection of fashion brands, current trends and the profile of new consumers, among others. A quality content designed by the best experts in the sector in this curriculum with which professionals will develop from a strategic, international and innovative perspective, with the aim that the student achieves excellence in a field as competitive as fashion and luxury, developing powerful marketing campaigns.

This Postgraduate Certificate is developed over 6 week and is divided into 1 module:

### Module 1

### New Experiences in the Fashion and Luxury World



### Where, when and how is it taught?

TECH offers the possibility of developing this Postgraduate Certificate in New Experiences in the Fashion and Luxury World completely online. Over the course of 6 weeks, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

*A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.*

Module 1. New Experiences in the Fashion and Luxury World

1.1. Haute Couture Management

- 1.1.1. Fashion Weeks and Haute Couture
- 1.1.2. Timing in the Luxury Industry
- 1.1.3. Post-Covid Patterns

1.2. Fashion Event Management

- 1.2.1. Luxury Event Management
- 1.2.2. National and International Must-Haves
- 1.2.3. B2B Evaluation and Return

1.3. Luxury Fashion Trends

- 1.3.1. Slow Fashion: Reinventing Fashion Cycles
- 1.3.2. Eco Luxury: When Sustainability Comes into Play
- 1.3.3. Strategic KPIs for Sustainable Brands

1.4. Analytics Marketing

- 1.4.1. Situation Diagnosis: A Fashion Brand in the Luxury Market
- 1.4.2. Real and Achievable Objectives
- 1.4.3. Metrics for Rethinking the Strategy

1.5. Capacity Analysis Techniques

- 1.5.1. Available Resources: Customer Acquisition, Customer Loyalty and Customer Service
- 1.5.2. Entrepreneurship Assessment Indicators
- 1.5.3. Reality Management and Exploitation

1.6. From SWOT Analysis to the Blue Ocean

- 1.6.1. The Fashion Industry, the Luxury Industry
- 1.6.2. Application From SWOT Analysis to the Blue Ocean
- 1.6.3. The Epicenter of the Blue Ocean

1.7. Personalized Marketing in the Luxury Market

- 1.7.1. Alignment between Client and Campaign
- 1.7.2. Key Messages by Customer Type
- 1.7.3. The Communication Strategy of Fashion Brands

1.8. The Omnichannel Orchestra after the Pandemic

- 1.8.1. Harmony in Channel Integration
- 1.8.2. Optimization of the Offline Channel
- 1.8.3. Advantages of the Online Channel

1.9. From Strategic Thinking to Tactical Actions in Haute Couture

- 1.9.1. Tactics Applied to Fashion in the Luxury Sector
- 1.9.2. Materializing Thought
- 1.9.3. Integration of Tactics into the Strategy as a Whole

1.10. Metrics for the Evaluation of High Fashion Marketing Campaigns

- 1.10.1. The Results, the Impressions in Figures
- 1.10.2. Advanced Analysis
- 1.10.3. Reformulation of the Strategy





# 06

# Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





“

*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## TECH Business School uses the Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“*At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world*”



*This program prepares you to face business challenges in uncertain environments and achieve business success.*



### A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

**“** You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments”

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

*Our program prepares you to face new challenges in uncertain environments and achieve success in your career.*

## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

*Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.*

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



### Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



### Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.







### Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.



### Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



### Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



07

# Our Students' Profiles

This program is designed for professionals and students from various academic disciplines who wish to deepen marketing strategies focused on the world of fashion and luxury. The student will be able to devise strategic plans that generate the need for products to promote the different fashion sales channels. Therefore, there is no single profile, although it is more focused on marketing, advertising, communication or online business professionals. This program will allow them to develop a deep knowledge of marketing in the luxury industry and will enable them to find the balance between creative and analytical talent to face economic and social changes with agility.





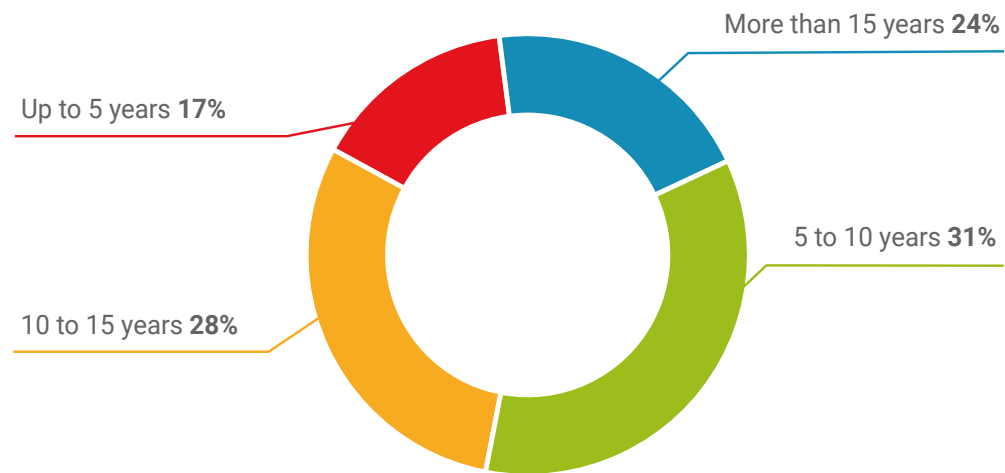
“

*This Postgraduate Certificate will help you to understand the fashion world and to update your concepts in the luxury industry"*

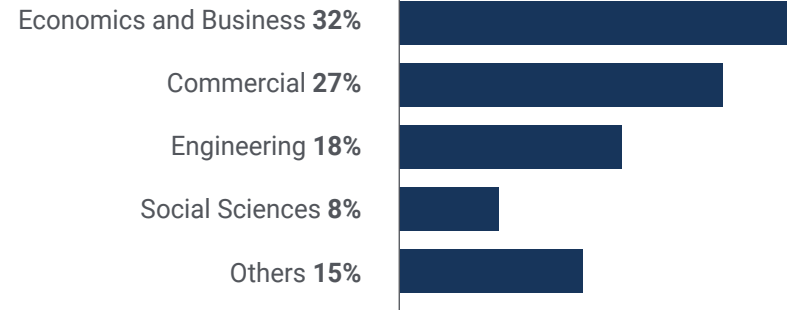
### Average Age

Between **35** and **45** years old

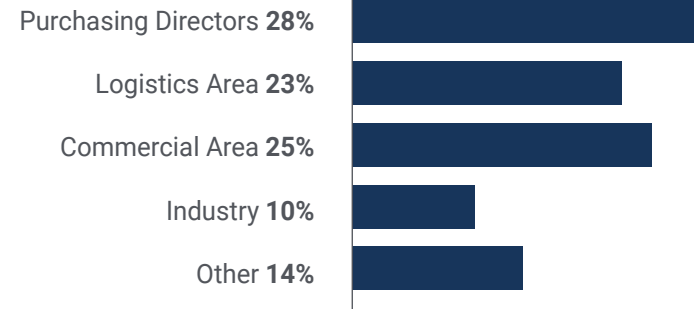
### Years of Experience



### Training

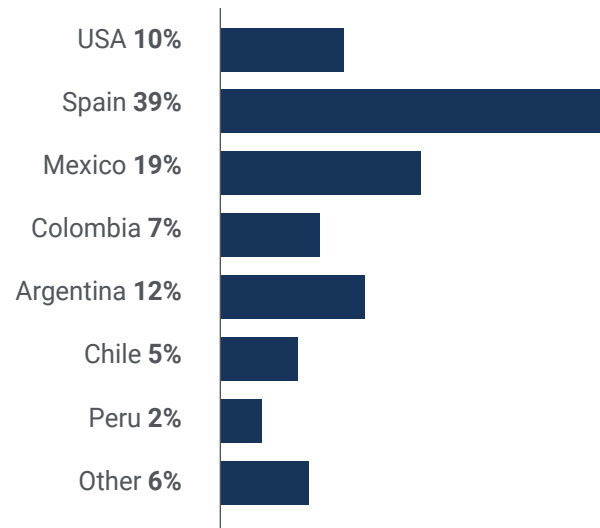


### Academic Profile



## Geographical Distribution

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## Lluís Colomer

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CEO Haute Couture Atelier

*"Thanks to this TECH Postgraduate Certificate I have learned how to evaluate the metrics of an haute couture marketing campaign and refocus the strategy of the luxury atelier where I am currently working, consciously assessing the objectives ahead of us after the fateful 2020."*

08

# Course Management

This program includes in its teaching staff reference experts in the field of fashion and luxury marketing, who pour into this curriculum the experience of their work experience and their professional relationship linked to an exclusive environment, anticipating the needs that customers will demand and taking into account the current moment and present trends. Likewise, other experts of recognized prestige in related areas participate in its design and elaboration, completing the syllabus of the program in an interdisciplinary way, making it a unique experience that will enable the student to achieve the desired objectives with this Postgraduate Certificate.





“

*The experts in this program will teach you everything you need to know about the latest trends in luxury fashion and what are the strategic KPIs to make brands more sustainable”*

## Management



### Ms. García Barriga, María

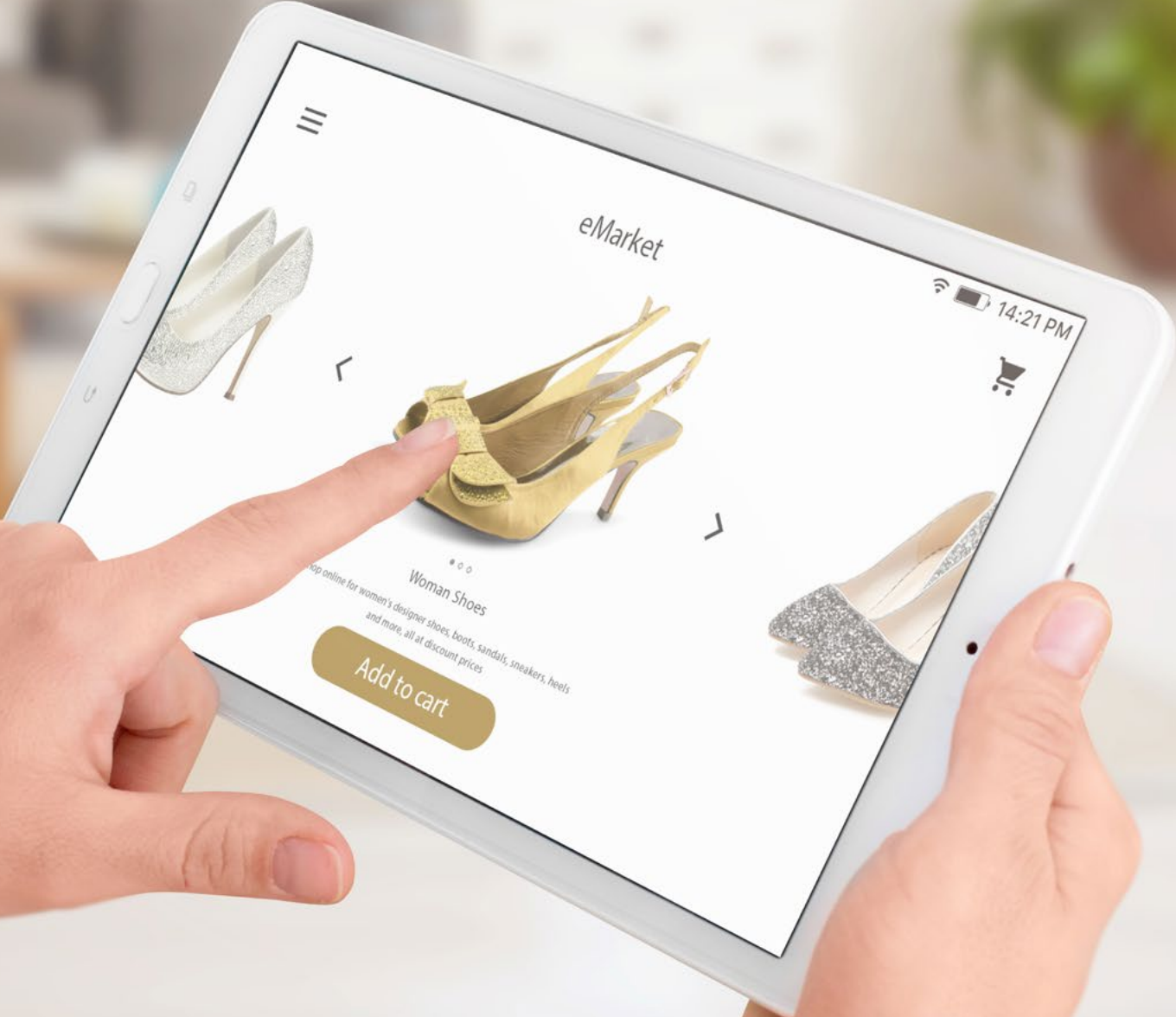
- ◆ Professor of Digital Marketing
- ◆ More than 15 years of experience in content generation of various kinds: logistics and distribution, fashion and literature or artistic heritage conservation
- ◆ She has worked in major media such as RTVE and Telemadrid.
- ◆ Degree in Information Sciences from the UCM
- ◆ Postgraduate Degree in Marketing and Communication in Fashion and Luxury Companies, UCM
- ◆ MBA from ISEM Fashion Business School, the School of Fashion Business of the University of Navarra
- ◆ PhD Candidate in Fashion Trend Creation
- ◆ Author of The pattern of eternity: creating a spiral identity for the automation of fashion trends.

## Professors

### Ms. Vela Covisa, Susana

- ◆ Manager of the agency Polka Press Comunicación, founder and director of the Atelier Couture Catwalk and promoter and coordinator of the Sustainable Experience space at MOMAD.
- ◆ Senior Fashion Technician, with additional training in Sustainable Fashion, specializing in Eco Design, Fashion and Communication.
- ◆ Responsible for different fashion departments for more than 30 years, especially communication of various brands, press offices, agencies, fashion projects, fairs and international catwalks, as well as in the organization of events in the sector.
- ◆ Professor and Tutor at different Universities, Business Schools and Training Centers, such as IED, Francisco de Vitoria University, Madrid School of Marketing and ELLE Fashion School.





09

# Impact on Your Career

TECH is aware that pursuing a program of these characteristics is an economic, professional and of course, personal investment. The ultimate goal of this program is to help you grow professionally and TECH wants to accompany you on your path to success through excellence. That is why studying this program is the best option to achieve it.



“

*Expand your knowledge in the world of fashion and luxury with this Postgraduate Certificate and master the new experiences of the fashion industry focusing strategies on the luxury consumer”*

*If you want to make a positive change in your profession, the Postgraduate Certificate in New Experiences in the Fashion and Luxury World will help you achieve it.*

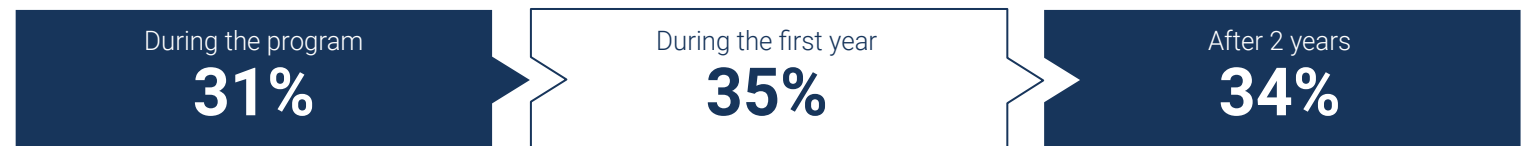
### Are you ready to take the leap? Excellent professional development awaits you

The Postgraduate Certificate in New Experiences in the Fashion and Luxury World at TECH, is an intensive program that prepares the professional to face challenges and creative and strategic decisions to achieve their goals. Helping you achieve success is not only their goal, it is also TECH's goal: elite education for all.

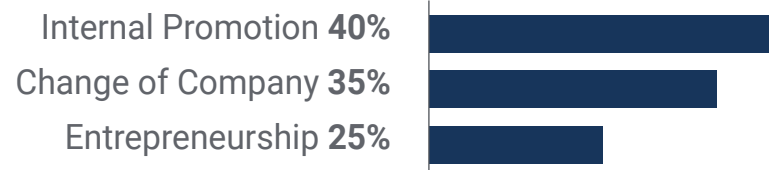
If you want to improve yourself, make a positive change at a professional level and interact with the best, this is the program for you.

*Do not miss the opportunity that TECH offers you and take this program with future projection.*

### When the change occurs



### Type of change



### Salary increase

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This program represents a salary increase of more than **25.22%** for our students



10

# Benefits for Your Company

The Postgraduate Certificate in New Experiences in the Fashion and Luxury World contributes to raise the possibilities of employees focused on perfecting marketing strategies considering the new experiences in the world of fashion and luxury. This is key knowledge to master today's sales and understand the sales channels that are handled today. It is proven that a trained team drives the achievement of objectives, so the preparation of experts in the same company contributes to the professional growth of its staff, thus betting on excellence and the achievement of global objectives.





“

*Count on the best in your team and achieve your goals thanks to skilled staff”*

Developing and retaining talent in companies is the best long-term investment.

01

### **Intellectual Capital and Talent Growth**

The professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

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02

### **Retaining high-potential executives to avoid talent drain**

This program strengthens the link between the company and the professional and opens new avenues for professional growth within the company.

03

### **Building agents of change**

You will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

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04

### **Increased international expansion possibilities**

Thanks to this program, the company will come into contact with the main markets in the world economy.





05

### **Project Development**

The professional can work on a current project or develop new projects in the field of R&D or Business Development within their company.

---

06

### **Increased competitiveness**

This program will equip students with the skills to take on new challenges and drive the organization forward.

11

# Certificate

The Postgraduate Certificate in New Experiences in the Fashion and Luxury World guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.



“

*Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork"*

This **Postgraduate Certificate in New Experiences in the Fashion and Luxury World** contains the most complete and up-to-date educational program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery\*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations and professional career evaluation committees.

Title: **Postgraduate Certificate in New Experiences in the Fashion and Luxury World**

Official N° of Hours: **150 h.**



\*Apostille Convention. In the event that the student wishes to have their paper certificate issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.



## Postgraduate Certificate New Experiences in the Fashion and Luxury World

- » Modality: **online**
- » Duration: **6 weeks**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

# Postgraduate Certificate

New Experiences in the Fashion  
and Luxury World

