

Executive Master's Degree MBA in Fashion and Luxury Sales Management

M B A F L S M



Executive Master's Degree MBA in Fashion and Luxury Sales Management

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: students and professionals in the fashion industry interested in the business, management and digital transformation of the sector.

Website: www.techtute.com/pk/school-of-business/executive-master-degree/master-mba-fashion-luxury-sales-management

Index

01

Welcome

p. 4

02

Why Study at TECH?

p. 6

03

Why Our Program?

p. 10

04

Objectives

p. 14

05

Skills

p. 20

06

Structure and Content

p. 26

07

Methodology

p. 34

08

Our Students' Profiles

p. 42

09

Course Management

p. 46

10

Impact on Your Career

p. 52

11

Benefits for Your Company

p. 56

12

Certificate

p. 60

01 Welcome

In this hyper-connected society, fashion companies are being pulled by the increasingly fast, variable and demanding flows of new consumer habits. This is changing the paradigm in the consumption approach, the structure of the supply chain and, consequently, in the value chain. Fashion companies have to change management and organizational forms and become proactive, because customers around the world have changed their consumption habits under the premise of multi-option. The multichannel strategy is an effective and key solution to improve sales and grow a fashion business. It also presents unique challenges for companies in the sector looking to grow their business using a strategy whose gears work seamlessly, and where technology and digitization has become a *must* in the buying processes.



MBA in Fashion and Luxury Sales Management.
TECH Technological University



“

The company with an omnichannel vision is capable of eliminating the barriers between sales scenarios, offering the customer an open, wide and accessible consumption channel: a must for any brand with a projection and vocation for success”

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 center for intensive managerial skills education.



“

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 balances 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 incorporating an innovative interactive multivideo system in the programs.



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.

+100000

executives prepared 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

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



Academic Excellence

TECH offers students the best online learning methodology. The university combines the *Relearning* methodology (the most internationally recognized postgraduate learning methodology) with Harvard Business School case studies. A complex balance of traditional and state-of-the-art methods, within the most demanding academic framework.



Economy of Scale

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 ground-breaking 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 Postgraduate Diploma 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 analyses in academia"

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 education of the highest academic level”

This program will provide you with a multitude of professional and personal advantages, among which we highlight the following:

01

A Strong Boost to Your Career

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 students of this Postgraduate Diploma achieve positive career development in less than 2 years.

02

Develop a strategic and global vision of the company

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

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

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

You will 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 fields 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

You will be part of an exclusive community

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

We give you the opportunity to study with a team of world-renowned teachers.

04 Objectives

The MBA in Fashion and Luxury Sales Management offers a way to improve the business strategy or create pathways between the physical and digital by incorporating omnichannel positioning. In this way, the pathways will focus on leveraging objective data to create a personalized experience based on customer preferences, controlling the brand message with a consistent style across all channels, and giving the customer more avenues to purchase. It is about learning more about digital transformation, e-commerce and new technologies, but without forgetting the physical point of sale, *Storytelling*, and the understanding of Fashion as an industry and as a social phenomenon, with an emphasis on the world of trends and sustainability. This holistic view will allow to implement an omnichannel strategy successfully and make everything revolve around customers and people.



“

The objective of this program is to learn how to design and implement an omnichannel strategy in a fashion retail brand. A goal you will achieve with the help of high-level specialization"

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

The Executive Master's Degree in MBA in Fashion and Luxury Sales Management will train the student to:

01

Be able to design and implement an omnichannel strategy in a Fashion Retail

04

Learn more about omnichannel e-commerce and all digital strategies

02

Know how to make a correct analysis of the Fashion Retail, sector, the company's business model and new consumer trends to facilitate decision-making



03

Know how to use data to create a personalized offer and experience for customers.

05

Make everything about customers and people, build brand loyalty and generate more sales

06

Learn about Fashion Tools necessary for the omnichannel management of a fashion company and their application with real case examples

08

Learn about Branding, its evolution and application in today's world of luxury goods



09

Learn how Instagram is set up as a platform for this type of communication

07

Know the concept of Fashion, its origins and historical background in order to be able to synthesize and explain the key debates in the analytical and reflexive study of the first theories of fashion, the consumer society and cultural production and its evolution

10

Know the concept of Visual Merchandising from the Fashion field, which allows us to appreciate the complexity it presents and the disparity of approaches to the term that exist

11

Acquire the necessary skills to develop and implement commercial actions at the point of sale, improve professional skills, as well as technical and theoretical skills in visual selling

14

Learn how to use the most important metrics and analysis tools for online marketing

12

Understand and manage the principles of search engine optimization and search engine marketing



13

Develop skills for the realization of internet advertising campaigns

15

Know the environment and the new consumers of the Fashion Retail industry, in order to understand their needs and detect new opportunities in the market

16

Understand the concept of omni-channel and the effect it has on both customers and the value chain of a fashion company

18

Learn how the interest in sustainability arose from its origins to the present day

19

Learn more about the different types of e-Commerce, most used platforms and main characteristics according to brand or product

17

Learn why society, through social and cultural changes, modifies its fashion consumption, demanding a different way of doing things from the textile industry

20

Predicting fashion trends by identifying behavioral patterns, constructing sequences of facts and translating them into a representation scheme



05 Skills

After passing the assessments of the MBA in Fashion and Luxury Sales Management, the professional will have acquired the necessary skills for a quality and up-to-date praxis based on the most innovative teaching methodology.



“

We give you the opportunity to learn in depth about the omnichannel fashion business to develop the necessary skills that will allow you to develop successfully in this sector”

01

Know, understand and analyze the Fashion Retail environment, both physical and digital

04

Develop technical knowledge of digital transformation and understanding of the main digital strategies today

02

Implementing an omnichannel strategy in a fashion business



03

Identify business opportunities and coordinate them in order to enhance exchanges at the point of sale

05

Enhance omnichannel analysis and strategic planning capabilities

06

Understand, through research, current consumer behavior and its evolution, allowing to design new products and valuable experiences for them

08

Enhance the capacity for innovation and business creativity in order to optimize resources and decision making



09

Manage specialized technology in retail, operations and logistics

07

Structure the coordination and optimization of marketing and sales resources to obtain better results both at the physical and online points of sale

10

Understand the current and future market, as well as the relationship dynamics of consumers and brands to develop an appropriate and coherent brand identity and brand image Storytelling at all touch points

11

Manage an omnichannel-based organization

14

Know how to use data to create a personalized offer and experience for customers

12

Create a path between physical and digital and improving the relationship between online and offline



13

Perform a correct analysis of the *Fashion Retail* sector, the company's business model and new consumer trends to facilitate decision-making

15

Control the brand message and ensure that it is coherent and consistent in the same way across all channels

16

Giving customers more ways to make a purchase

18

Make everything about customers and people, build brand loyalty and generate more sales



19

Understand sustainability and know how to manage it in all areas of a fashion business

17

Learn more about omnichannel e-commerce and all digital strategies

20

Learn about Fashion Tools necessary for the omnichannel management of a fashion company and their application with real case examples

06

Structure and Content

The contents of this program have been developed by different professors with a clear purpose: to ensure that students acquire each and every one of the skills necessary to become true experts in Fashion and Luxury Sales Management. The content of this MBA will allow you to learn all aspects of the different disciplines involved in this field. A comprehensive and well-structured program that will lead you to the highest standards of quality and success.



“

A comprehensive teaching program, structured in well-developed teaching units, oriented towards efficient and swift learning that is compatible with your personal and professional life"

Syllabus

Its content is designed to promote the development of skills that allow for more rigorous decision making in the changing environment of the fashion industry. Throughout 1,500 hours of study, they will analyze a multitude of practical cases through individual work, achieving a deep learning that will allow them to acquire the necessary skills to develop successfully in the sector.

Throughout 1,500 hours of study, they will analyze a multitude of practical cases through individual work, achieving a deep learning that will allow them to acquire the necessary skills to develop successfully in the sector. It is, therefore, an authentic immersion in real business situations.

This program deals in depth with different areas of fashion companies and is designed to specialize managers who understand this future development from a strategic, international and innovative perspective.

A plan designed for professionals in this field, focused on their professional improvement and that will prepare them to achieve excellence and extreme capacity in this work context. A program that understands your needs and those of your company through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will provide you with the skills to solve critical situations in a creative and efficient way.

This program takes place over 12 months and is divided into 10 modules:

Module 1	Sociology of Fashion and Trends
Module 2	Fashion and Luxury Branding and Storytelling
Module 3	Visual Merchandising and Retail Experience
Module 4	Digital Marketing for Fashion Brands
Module 5	Fashion Consumer Insights
Module 6	Omnichannel and Customer Experience. The Retail and Fashion Store Management
Module 7	Sustainability in Fashion
Module 8	Digital Transformation and Innovation in the Fashion Industry
Module 9	Fashion Digital Strategy
Module 10	Technology and digital management in fashion and luxury: tools



Where, When and How is it Taught?

TECH offers the possibility of developing this MBA in Fashion and Luxury Sales Management completely online. Over the course of the 12 months, the student will be able to access all the contents of this program at any time, allowing them to self-manage their study time.

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

Module 1. Sociology of Fashion and Trends

1.1. History and Sociology of Fashion	1.2. Semiotics, Cultural Aspects and Identity through Fashion	1.3. Social Movements and Urban Tribes	1.4. Social Change in Fashion Consumption: The Effects of "Neomania"
1.5. Liquid Fashion" and the New Millennial Culture	1.6. Digital Transformation and the Influencer Phenomenon	1.7. Reinventing Fashion Businesses and the New Consumer	1.8. Post-Luxury: New Typologies and Archetypes of Fashion Consumers
1.9. Drivers of Change and New Trends in the Post- COVID Fashion Sector	1.10. The Culture of Creativity and the Consumption of Exclusivity		

Module 2. Fashion and Luxury Branding and Storytelling

2.1. Branding and Evolution	2.2. The Concept of Luxury and Its Evolution	2.3. The New Scenario and the Emergence of New Markets	2.4. Dimensions of Luxury Brands
2.5. Storytelling, Active Branding	2.6. Brand Building through Storytelling.	2.7. Dissemination of the Story	2.8. Brand Contact Points
2.9. Transmedia Storytelling	2.10. Instagram, Luxury Storytelling Platform		

Module 3. Visual Merchandising and Retail Experience

3.1. Architectural Analysis of Stores	3.2. Space Design Tools	3.3. Approach: Place, Background and Intention	3.4. Exterior: facade
3.5. Showcase	3.6. Interior: layout, atmosphere, furniture, signage and materials	3.7. Space Design: The Store of the Future	3.8. From the business idea to the experience of a store

Module 4. Digital Marketing for Fashion Brands

4.1. Introduction and Basic Vocabulary.	4.2. Online Sales Models	4.3. Types of Clients	4.4. Key e-Commerce Steps Associated with Digital Marketing
4.5. Social Media Marketing	4.6. E-Mail Marketing	4.7. Mobile Marketing	4.8. Viral Marketing and Influencer Marketing
4.9. Online Sales Promotion and Sponsorships	4.10. Future Tendencies		

Module 5. Fashion Consumer Insights

5.1. The Need to Know the Consumer in Today's Context	5.2. Human Strategy and Citizen Centricity	5.3. Key Features of a People-Centric Strategy and the Importance of Data	5.4. How to Adopt a Human Centric Strategy in a Fashion Company?
5.5. Human Centric Methodology	5.6. Design Thinking and Market Intelligence	5.7. Positioning and Perception of a Fashion Brand	5.8. Customer Insights and Customer Journey
5.9. Archetypes and Buyer Personas	5.10. Research Resources and Techniques		

Module 6. Omnichannel and Customer Experience. The Retail and Fashion Store Management

6.1. Omni-Channel Concept and Its Synergistic Effect: Convenience for the Customer and Value Chain	6.2. Teams and People, Capabilities and Flows in Fashion-Retailing	6.3. Objectives and Key Indicators in Fashion-Retail and Fashion-Store Management	6.4. The Fashion Retail Operation to Exceed Customer Expectations
6.5. Variety of Products and Services Offered: Flexibility in Volume and Requirements	6.6. Response Capacity	6.7. Cost of Seeking Profitability	6.8. Consistency
6.9. Adaptation	6.10. Services and Technologies for Fashion-Retail and Its Management		

Module 7. Sustainability in Fashion

7.1. From Consumption and Hyperconsumption to Transformative Consumption	7.2. Paradigm Shift: From a Linear to a Circular System	7.3. New Sustainable Textiles and Textile Certifications	7.4. Textile Eco-Management
7.5. Logistics Optimization	7.6. Packaging	7.7. Recycling	7.8. The Point of Sale: From the Digitization of Spaces to the Eco-Efficient System of the Greener Store Experience
7.9. New Business Models.	7.10. Brand Reputation, CSR and Greenwashing		

Module 8. Digital Transformation and Innovation in the Fashion Industry

8.1. Digital Transformation in the Fashion Industry	8.2. 4.0 Industry	8.3. Digital Enablers	8.4. Data
8.5. AI, Digital Interaction, IoT and Robotics	8.6. Blockchain, understanding technology and how it brings the same value to the industry	8.7. Omnichannel and Its Impact on the Retail Sector	8.8. Ecosystems Start-Up
8.9. Digital Business Models	8.10. Innovation Methodologies		

Module 9. Fashion Digital Strategy

9.1. Technology and the Consumer: Target Audience Typologies and Strategic Consumer Segmentation	9.2. Analytics Prior to Digital Strategy: Moment 0 and Strategic KPI's	9.3. E-commerce: Typologies and Platforms	9.4. Branding: Visual and Textual to Communicate
9.5. Positioning: Ideal Catalog	9.6. Social Ads Platforms	9.7. Social Selling and Inbound Marketing	9.8. Marketing Automation: Email Marketing and Bot Marketing
9.9. Role of CRM and Big Data in Business Strategy	9.10. ROI & Metrics		

Module 10. Technology and digital management in fashion and luxury: tools

10.1. Introduction to the Technological Use of Fashion	10.2. Creation and Maintenance of Identity-Positioning	10.3. Google Analytics and Google Ads	10.4. Data Driven
10.5. Key Metrics Management and Pattern Sequence Creation-Excel	10.6. Simulation of Innovation Scenarios-Microsoft Power Bi	10.7. Customer Loyalty and Retention-Salesforce	10.8. Audience Segmentation-SQL Database Management
10.9. Creativity from the Use of Data-Python	10.10. Content Marketing		



A learning process so complete and exciting that it will become a unique experience of professional and personal growth"

07

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.



08

Our Students' Profiles

The MBA in Fashion and Luxury Sales Management is a program aimed at professionals who want to update their knowledge, discover new ways to manage a innovate and advance in their professional career. This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.





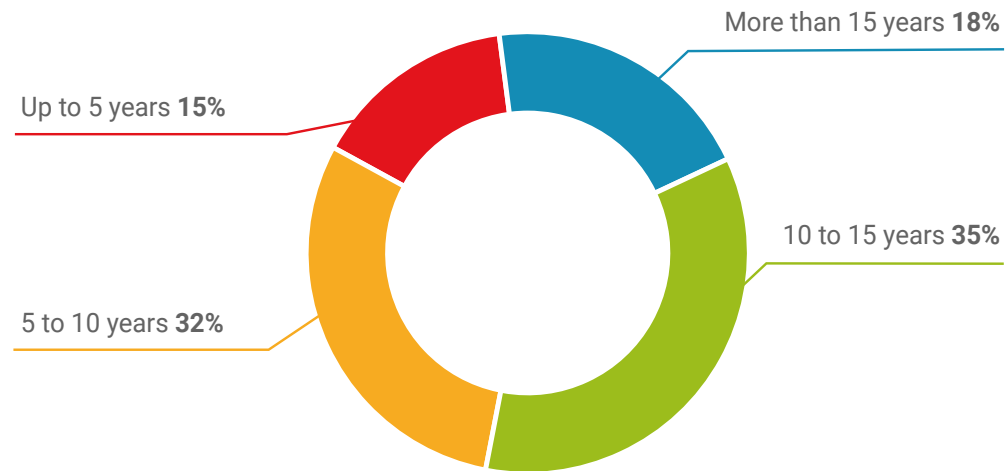
“

*The elite is achieved through hard work
and surrounding yourself with the best.
We have been waiting for you”*

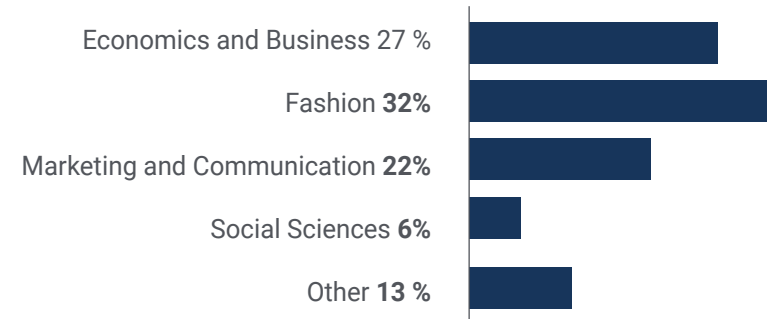
Average Age

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

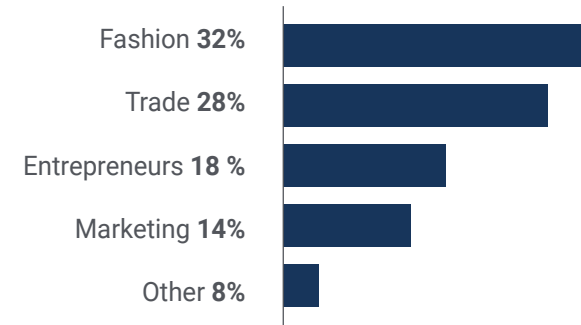
Years of Experience



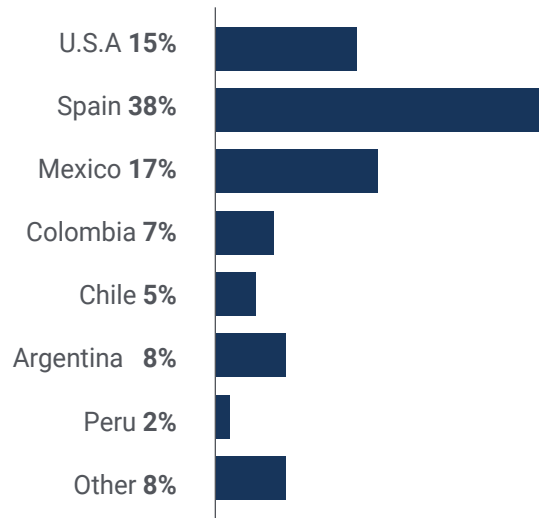
Training



Educational Profile



Geographical Distribution



María Lobežno

Entrepreneur

Omnichannel was a challenge for me that I didn't feel qualified to take on with my fashion brand. After the MBA, I was able to implement the digital strategies I needed. And I did it just in time to be able to stay in the market in an increasingly demanding situation"

09

Course Management

The program includes in its teaching staff reference experts in the Fashion Retail, who pour into this program the experience of their years of work. In addition, other special of recognized prestige in related areas participate in its design and development completing the Executive Master's Degree in an interdisciplinary way, making it, therefore, a unique and highly nourishing experience at an academic level for the student.



“

Our teaching team will help you to acquire the most relevant knowledge in this field, so that you can develop with total fluency in your daily practice”

International Guest Director

Alberto Festa is an international expert in the **luxury goods industry**, recognized for his executive achievements. As **Commercial Director of Gemology and Watches** at the iconic fashion house **Dolce&Gabbana**, he has driven the growth and innovation of this brand through the most **disruptive marketing and sales strategies**.

This prestigious executive's professional career spans more than 25 years, in which he has held key roles in some of the **world's most prominent companies**, based in Europe and North America. His professional beginnings date back to the multinational Colgate Palmolive, where he honed his skills before moving to PepsiCo. At PepsiCo, he served as **Sales Manager**, making a significant contribution to the company's expansion.

Another key period in his career as a corporate leader came after he assumed the position of **Director of Sales at Mattel**. In addition, he led **Bristol-Myers Squibb's Matrix Division** as CEO. However, the pinnacle of his career came during his tenure at **BVLGARI** for more than 15 years. There, he served as CEO and eventually rose to the position of **President of BVLGARI USA**. His strategic vision and leadership were instrumental in enhancing the brand's global presence and achieving unprecedented success.

In these decades of working within the **fashion industry**, Festa has also been involved in education. His vast expertise through lectures at universities and business schools around the world, but primarily in the United States and Italy, has been instrumental in leading changes and initiatives in sales, marketing, strategy and operations. In turn, his contributions in sales, marketing, strategy and operations have been instrumental in leading changes and initiatives to rebuild the most cutting-edge and exclusive companies.



Mr. Festa, Alberto

- Commercial Director of Gemology and Watches at Dolce&Gabbana
- Academic Advisor at LUISS University Guido Carli
- Advisor to the SAID DAL 1923 Brand Council.
- Consultant to the Kering Group
- Managing Director of GM at VHERNIER
- Managing Director of Loro Piana LVMH
- Chairman of BVLGARI USA
- Chief Executive Officer of the Matrix Division of Bristol-Myers Squibb
- Director of Sales at Mattel
- Director of Sales at PepsiCo
- Senior Brand Manager at Colgate Palmolive
- Degree in Statistics and Economics from La Sapienza University of Rome

“

Thanks to TECH you will be able to learn with the best professionals in the world”

Management



Ms. Bravo Durán, Sandra

- ♦ Expert in Trend Forecasting and Customer Insights
- ♦ Client and Digital Consultant at Everis
- ♦ Sociologist and economist from the University of Salamanca
- ♦ Executive Master's Degree in Fashion Business Management by ISEM Fashion Business School
- ♦ Social Innovation, Sustainability and Reputation of Fashion Companies Program at ISEM
- ♦ PhD Candidate in Applied Creativity from the University of Navarra
- ♦ Teaching classes at different universities and business schools in the fashion and luxury industry. Present

Professors

Ms. Gárate, Mercedes

- ♦ Business Industry Director at NTTData
- ♦ Senior Manager at Everis
- ♦ Strategy and Business Manager at Everis
- ♦ Degree in Industrial Engineering from the Polytechnic University of Madrid
- ♦ MBA from EOI Business School

Ms. García Barriga, María

- ♦ Digital marketing professional and researcher in the technological application of fashion
- ♦ Graduate in Information Sciences,UCM
- ♦ MBA from the European Business School of Barcelona

Mr. Sanjosé, Carlos

- ♦ Head of Digital at MURPH
- ♦ Degree in Advertising and Public Relations from Cardenal Herrera-CEU University
- ♦ Extensive professional experience in the field of Digital Marketing, Social Ads, digital strategies and e-commerce platforms
- ♦ Specialist in Digital Marketing for more than 5 years, with special experience in the *Fashion Retail*sector
- ♦ Content creator at 25 Grams. More than 8 years
- ♦ Certified in *Customer Experience* by the DEC Association

Dr. Velar, Marga

- ♦ Associate Professor at the University Antonio of Nebrija. Present
- ♦ Communication and Branding Consultant for small brands and foundations
- ♦ PhD in Communication from Carlos III University in Madrid
- ♦ Degree in Audiovisual Communication with a Postgraduate Certificate in Fashion Communication and Management from Villanueva University Center, Complutense University
- ♦ MBA in Fashion Business Management by ISEM Fashion Business School, University of Navarra
- ♦ Director of Forefashion Lab, an observatory of fashion studies, since 2013
- ♦ She has taught at Villanueva University Center, ISEM Fashion Business School and the Faculty of Communication at the University of Navarra

Dr. Josa Martínez, María Eugenia

- ♦ Founder and Designer at Eugeniota Studio
- ♦ Lecturer in ESNE, CEDEU and ELLE Education
- ♦ Lecturer at ISEM Fashion Business School
- ♦ Teacher in the Master of ISEM Fashion Business School
- ♦ Responsible for Fashion and Creativity Management and Professor of Design Workshop IV in the Degree of Design at the University of Navarra
- ♦ PhD in Applied Creativity from the University of Navarra
- ♦ Degree in Architecture from the University of Navarra
- ♦ Specialized Architecture in Landscape and Environment by the University of Navarra
- ♦ Master's Degree from ISEM Fashion Business School

Dr. San Miguel, Patricia

- ♦ Professor of digital marketing at ISEM Fashion Business School and the University of Navarra
- ♦ PhD from the University of Navarra
- ♦ Degree in Advertising and Public Relations from the Complutense University of Madrid
- ♦ Executive Fashion MBA by ISEM
- ♦ Creator and Director of the Observatory for the Analysis of the Digital Impact of Fashion Brands Digital Fashion Brands (digitalfashionbrands.com)
- ♦ Within her work as a teacher and researcher, she is a visiting professor at the University of Italian Switzerland, and visiting researcher at the Fashion Institute of Technology in New York and at the University of Florence
- ♦ Speaker at several national and international congresses on Communication and Marketing

Ms. Opazo, Laura

- ♦ Director of Partnerships at The Confidential Lab
- ♦ Lifestyle Articles Writer in the Blog EITiempo.es
- ♦ Fashion Section Announcer at EsRadio radio station
- ♦ Fashion Editorial Manager at AMC Networks International Southern Europe
- ♦ Author of the book Armario Sostenible
- ♦ Degree in Advertising and Public Relations from the University Rey Juan Carlos
- ♦ Specialist in Public Relations and Selling Your Own Brand at the School of Fashion of the University of the Arts London
- ♦ MBA in Business Management at ISEM
- ♦ Course in Textile and Sustainable Fashion given by REAS and the Madrid Social Market

Mr. De Rivera, Javier

- ♦ Partner - Rivera Consulting & Support
- ♦ Transformation and High Performance Retail ConsultantTransformation and High Performance Retail Consultant. ActioGlobal
- ♦ Associate Member of Huete&Co
- ♦ Board member, CEO, general and financial director, consultant and advisor in companies such as Neck&Neck, Gocco, Textura, Tomblack, Ecoalf, Trucco, Intropia, Saga Furs, Lola Rey, Multiópticas, Silbon
- ♦ Degree in Economics and Business Administration from Pontificia de Comillas University (ICADE)
- ♦ MBA in Taxation and Tax Consultancy at Esine
- ♦ Deloitte and Spencer Stuart Advisor Program
- ♦ NTL Global Organization Development Certificate
- ♦ Senior Management Program in Internet Business at ISDI
- ♦ Certification Program in Dialogic Coaching and Team Coaching at UFV
- ♦ Teacher at ISEM Fashion Business School
- ♦ Lecturer at Villanueva University
- ♦ Lecturer in executive programs at Esic, IE (Spain) and University of Piura (Peru)



Dr. Delgado, María

- ◆ Specialist in Fashion Sales Management
- ◆ Retail Product Manager at Mayoral
- ◆ Sales Assistant at Cortefiel Group
- ◆ Sales Assistant at Mango
- ◆ Sales Assistant at Calzedonia
- ◆ Sales Assistant at Intimissimi
- ◆ Degree in Business Administration and Management from the University of Malaga
- ◆ Master in Strategic Project Management (Project Management) by Esden Business School
- ◆ MBA in Fashion Business Management by Esden Business School

10

Impact on Your Career

TECH is aware that studying a program like this entails great economic, professional and, of course, personal investment. For this reason, TECH has created this global system that favors the achievement of optimal results, giving them the facilities and stimuli that will keep them motivated throughout the specialization so that their career acquires the renovating impulse they are looking for.





“

We put all our resources at your disposal so that you can achieve the job improvement you desire"

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

The TECH MBA in Fashion and Luxury Sales Management is an intensive program that will prepare you to face challenges and position yourself successfully after each one of them. Its main objective is to promote your personal and professional growth: to help you achieve success.

For students who want to excel, achieve a positive change at a professional level and interact with the best, this is the place for you.

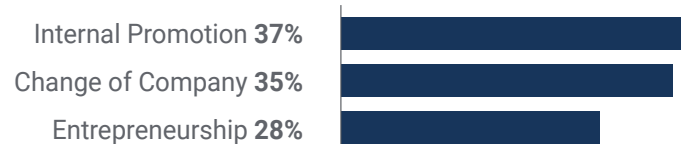
Enter the world of the MBA in Fashion and Luxury Sales Management thanks to this program of the highest academic level.

The market does not wait. Seize the moment and get on the front line of the fashion business with this program. Now or never.

Time of Change



Type of change



Salary increase

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



11

Benefits for Your Company

This MBA in Fashion and Luxury Sales Management contributes to elevate the organization's talent to its maximum potential through the specialization of high-level leaders. Therefore, participating in this academic program will not only improve you on a personal level, but, above all, on a professional level, enhancing your education and improving your managerial skills. Additionally, joining TECH's educational community is a unique opportunity to access a powerful network of contacts in which to find future professional partners, clients, or suppliers.





“

You will learn how to be the driving force behind the transformation of your business or project by acquiring the skills to develop in the Omnichannel market”

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

01

Intellectual Capital and Talent Growth

Bring new concepts, strategies and perspectives to the company that can bring about relevant changes in the organization.

02

Retaining high-potential executives to avoid talent drain

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

03

Building agents of change

Make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

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

Be able to work on a real project or develop new projects in the R+D or Business Development area of your company.

06

Increased competitiveness

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

12 Certificate

The MBA in Fashion and Luxury Marketing Management guarantees students, in addition to the most rigorous and up-to-date education, access to an Executive Master's Degree issued by TECH Technological University.





“

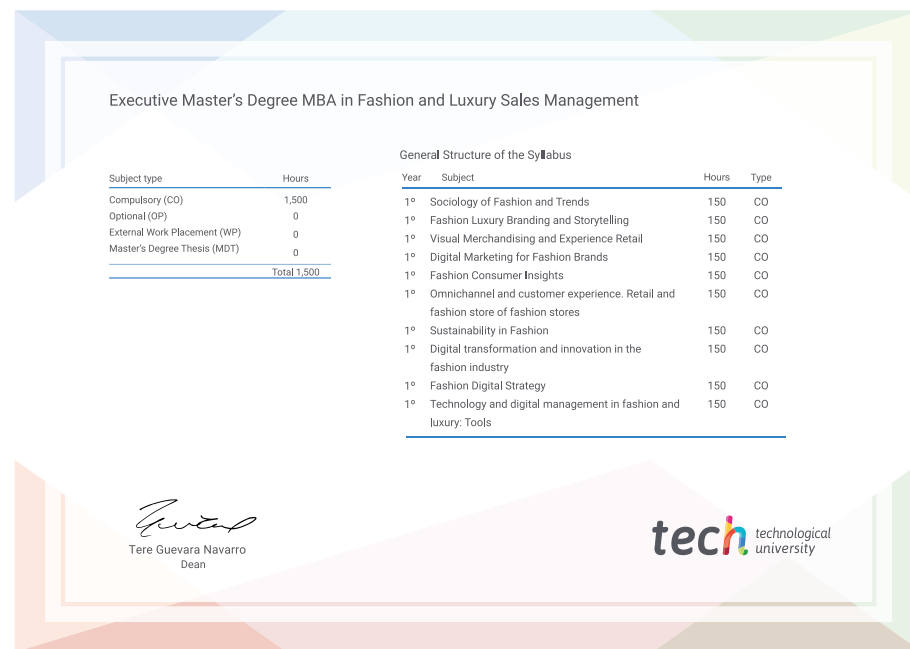
*Successfully complete this program
and receive your university qualification
without having to travel or fill out
laborious paperwork”*

This **Executive Master's Degree in MBA in Fashion and Luxury Sales Management** 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 **Executive Master's Degree** issued by **TECH Technological University** via tracked delivery*.

The certificate issued by **TECH University** will reflect the qualification obtained in the Executive Master's Degree, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Executive Master's Degree in MBA in Fashion and Luxury Sales Management**
 Official N° of Hours: **1,500 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.



Executive Master's Degree MBA in Fashion and Luxury Sales Management

- » Modality: **online**
- » Duration: **12 months**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

Executive Master's Degree MBA in Fashion and Luxury Sales Management

