

LAPT

LONDON ACADEMY OF PROFESSIONAL TRAINING

CERTIFICATE

Intro to Luxury: Heritage, Craft & Client Care

Workshop Level



LAPT — London Academy of Professional Training

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Reference FS-LBM-W • Fashion Centres

UKPRN 10067351 • Registered in England and Wales, company 4984798

AT A GLANCE

REFERENCE	FS-LBM-W
AWARD	Certificate
ASSESSMENT	440 marks — 264 to pass (60%)
PREREQUISITES	None
VALIDITY	Lifetime
AWARDING BODY	LAPT — London Academy of Professional Training

CURRICULUM

1 What Makes a Brand Luxury 3 chapters · 12 classes 90 marks	• 1 Meaning of Luxury — 4 classes › 1.1 What Luxury Really Means › 1.2 Luxury Versus Premium Versus Mass › 1.3 Why People Buy Luxury › 1.4 Luxury Around the World • 2 Pillars of Luxury — 4 classes › 2.1 Rarity and Exclusivity › 2.2 Heritage and Founders' Stories › 2.3 Quality and Perfection › 2.4 Brand Image and Signature Symbols • 3 Luxury Today — 4 classes › 3.1 Famous Luxury Houses Overview › 3.2 Logos, Colours and Brand Codes › 3.3 Spotting Genuine Versus Fake › 3.4 Luxury in the Digital Age
2 Craftsmanship and Materials Tour 3 chapters · 12 classes 65 marks	• 1 Leather and Textiles — 4 classes › 1.1 Fine Leather Types and Grades › 1.2 Tanning and Finishing Basics › 1.3 Silk and Cashmere Recognition › 1.4 Caring for Delicate Fabrics • 2 Jewellery and Watches — 4 classes › 2.1 Gold, Silver and Platinum Basics › 2.2 Diamonds and Gemstones Introduction › 2.3 Watchmaking Movements Simplified › 2.4 Hallmarks and Quality Marks • 3 Craft in Action — 4 classes › 3.1 Hand-Stitching and Atelier Skills › 3.2 Signs of Quality in a Product › 3.3 Limited Editions and Made-to-Order › 3.4 Repair, Restoration and Longevity

3

Meeting the Luxury Client

3 chapters · 12 classes

90 marks

• 1 Understanding Clients — 4 classes

- › 1.1 Who Buys Luxury Products
- › 1.2 Client Expectations of Service
- › 1.3 Reading Client Needs Quietly
- › 1.4 Discretion and Client Privacy

• 2 The Client Journey — 4 classes

- › 2.1 First Impressions in the Boutique
- › 2.2 Welcoming and Engaging Clients
- › 2.3 Guiding Clients Through Choices
- › 2.4 Farewell and Follow-Up Gestures

• 3 Care That Lasts — 4 classes

- › 3.1 Remembering Client Preferences
- › 3.2 Personal Touches and Gifting
- › 3.3 Handling Delays and Disappointments
- › 3.4 Building Long-Term Client Relationships

4

Boutique Etiquette and Presentation

3 chapters · 12 classes

65 marks

• 1 Personal Presentation — 4 classes

- › 1.1 Grooming and Uniform Standards
- › 1.2 Posture and Body Language
- › 1.3 Polished Voice and Courtesy
- › 1.4 Professional Behaviour on the Floor

• 2 Greeting and Conduct — 4 classes

- › 2.1 Greeting Clients with Confidence
- › 2.2 Offering Refreshments Gracefully
- › 2.3 Respectful Forms of Address
- › 2.4 Working Together as a Boutique Team

• 3 Handling Precious Items — 4 classes

- › 3.1 Safe Handling of Jewellery
- › 3.2 Presenting Watches and Accessories
- › 3.3 Wearing Gloves and Using Trays
- › 3.4 Displays and Boutique Tidiness

5

Luxury Storytelling Basics

3 chapters · 12 classes

65 marks

• 1 Finding the Story — 4 classes

- › 1.1 What Makes a Good Product Story
- › 1.2 Learning a Brand's History
- › 1.3 Highlighting Craft and Materials
- › 1.4 Choosing Simple Powerful Words

• 2 Telling the Story — 4 classes

- › 2.1 Opening a Product Conversation
- › 2.2 Using Gestures and Touch
- › 2.3 Speaking with Calm Confidence
- › 2.4 Matching the Story to the Client

• 3 Practising Storytelling — 4 classes

- › 3.1 Short Story Practice Drills
- › 3.2 Answering Client Questions Honestly
- › 3.3 Avoiding Pushy Sales Language
- › 3.4 Giving and Receiving Feedback

6

Luxury Careers and Next Steps

3 chapters · 12 classes

65 marks

• 1 Roles in Luxury — 4 classes

- › 1.1 Boutique Associate Role Explained
- › 1.2 Visual Merchandising and Client Care Roles
- › 1.3 Behind the Scenes Luxury Careers
- › 1.4 Skills Luxury Employers Value

• 2 Starting Out — 4 classes

- › 2.1 Preparing a Luxury Style CV
- › 2.2 Interview Tips for Boutique Roles
- › 2.3 First Months on the Job
- › 2.4 Building a Professional Reputation

• 3 Your Learning Path — 4 classes

- › 3.1 Reviewing Workshop Learning Points
- › 3.2 Luxury Retail Essentials Certificate Overview
- › 3.3 Foundation Certificate Pathway
- › 3.4 Personal Action Plan