LAPT

LONDON ACADEMY OF PROFESSIONAL TRAINING

CERTIFICATE

Certificate in Luxury Brand Management

LAPT — London Academy of Professional Training

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Reference FAS-C08 • Fashion Centres

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4	96	570	400	60%	Lifetime
SUBJECTS	CHAPTERS	CLASSES	TOTAL MARKS	PASS MARK	VALIDITY

AT A GLANCE

REFERENCE	**FAS-C08**
AWARD	**Certificate**
ASSESSMENT	**400 marks — 240 to pass (60%)**
PREREQUISITES	**None**
VALIDITY	**Lifetime**
AWARDING BODY	**LAPT — London Academy of Professional Training**

CURRICULUM

1 **Luxury Brand Management and Strategy** 34 chapters · 184 classes **100 marks**

- **1 Understanding Brand Identity in Fashion** — 6 classes
  - 1.1 Exploring the Elements of Brand Identity in Fashion
  - 1.2 Analyzing Iconic Fashion Brands and Their Identities
  - 1.3 Differentiating Between Brand Identity and Brand Image
  - 1.4 Examining Target Audience Influence on Brand Identity
  - 1.5 Developing a Unique Brand Story in Fashion
  - 1.6 Applying Brand Identity Concepts to Fashion Brand Revitalization
- **2 Consumer Psychology and Fashion Branding** — 6 classes
  - 2.1 Understanding Consumer Psychology in Fashion
  - 2.2 Exploring the Influence of Culture on Fashion Choices
  - 2.3 Analyzing the Role of Emotions in Fashion Branding
  - 2.4 Identifying Consumer Perceptions and Brand Imagery
  - 2.5 Examining the Impact of Social Media on Fashion Trends
  - 2.6 Applying Consumer Psychology to Develop Brand Strategies
- **3 Developing a Strategic Brand Framework** — 6 classes
  - 3.1 Understanding Brand Frameworks
  - 3.2 Analyzing Market Positioning Strategies
  - 3.3 Defining Brand Vision and Objectives
  - 3.4 Crafting Core Brand Messaging
  - 3.5 Integrating Brand Values and Identity
  - 3.6 Evaluating Brand Framework Applications
- **4 Brand Communication and Storytelling in Fashion** — 6 classes
  - 4.1 Exploring the Role of Storytelling in Fashion Branding
  - 4.2 Identifying Key Elements of Effective Brand Narratives
  - 4.3 Crafting Compelling Visual and Verbal Brand Messages
  - 4.4 Analyzing Case Studies of Successful Fashion Brand Stories
  - 4.5 Integrating Brand Stories Across Multiple Communication Channels
  - 4.6 Developing Your Brand's Unique Storytelling Strategy
- **5 Evaluating Brand Performance and Innovation** — 6 classes
  - 5.1 Understanding Brand Performance Metrics
  - 5.2 Analyzing Market Position and Brand Equity
  - 5.3 Evaluating Consumer Perception and Feedback
  - 5.4 Benchmarking Against Competitors
  - 5.5 Identifying Opportunities for Brand Innovation
  - 5.6 Implementing Innovative Strategies to Enhance Brand Value
- **1 The Evolution and Significance of Luxury Branding** — 5 classes
  - 1.1 Understanding the Origins of Luxury Brands
  - 1.2 Tracing the Historical Impact of Luxury on Society
  - 1.3 Analyzing Key Milestones in Luxury Branding Evolution
  - 1.4 Identifying Modern Changes in Luxury Branding Strategies
  - 1.5 Evaluating the Role of Cultural Significance in Luxury Brands
- **2 Key Characteristics and Elements of Luxury Brands** — 5 classes
  - 2.1 Exploring the Essence of Luxury Brands
  - 2.2 Identifying Key Distinctions of Luxury Products
  - 2.3 Analyzing the Role of Heritage in Luxury Branding
  - 2.4 Understanding the Importance of Exclusivity
  - 2.5 Evaluating Luxury Brand Storytelling and Experience
- **3 Consumer Psychology and Luxury Market Segmentation** — 5 classes
  - 3.1 Understanding Consumer Motivations in the Luxury Market
  - 3.2 Exploring Psychological Drivers of Luxury Purchases
  - 3.3 Identifying Luxury Market Segments and Their Characteristics
  - 3.4 Analyzing Consumer Behavior Trends in Luxury Branding
  - 3.5 Applying Consumer Insights to Luxury Branding Strategies
- **4 Creating and Managing Luxury Brand Equity** — 5 classes
  - 4.1 Understanding the Core Elements of Luxury Brand Equity
  - 4.2 Analysing the Role of Perceived Value in Luxury Branding
  - 4.3 Exploring the Impact of Brand Prestige on Consumer Behavior
  - 4.4 Distinguishing Between Brand Awareness and Brand Identity
  - 4.5 Implementing Strategies to Enhance Luxury Brand Equity
- **1 Analyzing Key Performance Metrics in Luxury Retail** — 5 classes
  - 1.1 Understanding Key Performance Metrics in Luxury Retail
  - 1.2 Exploring Customer Acquisition and Retention Indicators
  - 1.3 Analyzing Sales Performance and Profitability Metrics
- **5 Sustainability and Ethical Practices in Luxury Management** — 6 classes
  - 5.1 Understanding Sustainability in Luxury Brands
  - 5.2 Exploring Ethical Practices in the Luxury Sector
  - 5.3 Analyzing the Impact of Sustainability on Brand Image
  - 5.4 Implementing Sustainable Strategies in Luxury Management
  - 5.5 Case Studies: Successful Ethical Practices in Luxury Brands
  - 5.6 Evaluating the Challenges of Sustainability in Luxury
- **1 Understanding the Global Luxury Fashion Market** — 6 classes
  - 1.1 Define Key Characteristics of the Luxury Fashion Market
  - 1.2 Explore Global Economic Influences on Luxury Fashion
  - 1.3 Analyze Consumer Behavior in Luxury Fashion
  - 1.4 Identify Key Players and Brands in the Luxury Sector
  - 1.5 Examine Trends in Global Luxury Fashion
  - 1.6 Apply Strategies to Address Market Challenges
- **2 Defining and Building a Luxury Brand Identity** — 6 classes
  - 2.1 Understanding Luxury Brand Identity: Core Concepts
  - 2.2 Analyzing Market Position: The Role of Prestige
  - 2.3 Crafting Unique Value: Developing Brand Differentiators
  - 2.4 Aligning Brand Values: Consistency in Luxury Branding
  - 2.5 Exploring Consumer Perception: Emotional Engagement
  - 2.6 Applying Identity Principles: Building a Luxury Brand Narrative
- **3 Strategic Positioning of Luxury Brands** — 6 classes
  - 3.1 Understanding Strategic Positioning in the Luxury Market
  - 3.2 Identifying Key Differentiators for Luxury Brands
  - 3.3 Analyzing Competitor Positioning Strategies in Luxury
  - 3.4 Crafting Unique Value Propositions for Luxury Brands
  - 3.5 Aligning Brand Identity with Market Position
  - 3.6 Evaluating Success in Luxury Brand Positioning
- **4 Innovative Brand Communication and Storytelling** — 6 classes
  - 4.1 Explore the Foundations of Innovative Communication
  - 4.2 Analyze the Role of Storytelling in Brand Strategy
  - 4.3 Identify Key Components of Compelling Brand Narratives
  - 4.4 Examine Case Studies in Effective Brand Storytelling
  - 4.5 Develop Skills for Crafting and Sharing Brand Stories
  - 4.6 Apply Innovative Storytelling Techniques to Real-World Scenarios
- **5 Sustainability and Ethical Practices in Luxury Branding** — 6 classes
  - 5.1 Exploring Sustainability in Luxury Branding
  - 5.2 Understanding Ethical Practices in the Luxury Sector
  - 5.3 Examining Case Studies on Sustainable Luxury Brands
  - 5.4 Analyzing Ethical Supply Chains in Luxury Goods
  - 5.5 Developing Sustainable Brand Strategies for Luxury
  - 5.6 Implementing Ethics and Sustainability in Luxury Brand Management
- **1 Understanding Leadership Dynamics in Luxury Markets** — 6 classes
  - 1.1 Defining Leadership Dynamics in Luxury Markets
  - 1.2 Exploring Key Leadership Qualities in Luxury Enterprises
  - 1.3 Analyzing Cultural Influences on Luxury Market Leadership
  - 1.4 Identifying Challenges in Leading Luxury Brands Globally
  - 1.5 Developing Adaptive Leadership Strategies for Luxury Markets
  - 1.6 Applying Leadership Principles to Drive Success in Luxury
- **2 Strategic Vision and Innovation in Luxury Leadership** — 6 classes
  - 2.1 Exploring Strategic Vision in Luxury
  - 2.2 Understanding Market Trends and Innovations
  - 2.3 Defining the Role of Innovation in Leadership
  - 2.4 Cultivating an Innovative Organizational Culture
  - 2.5 Integrating Strategic Vision with Innovation
  - 2.6 Applying Strategic Vision to Real-World Scenarios
- **3 Building and Leading High-performance Luxury Teams** — 6 classes
  - 3.1 Defining High-performance in Luxury Teams
  - 3.2 Identifying Key Roles in Luxury Team Dynamics
  - 3.3 Cultivating Collaboration and Trust in Teams
  - 3.4 Enhancing Communication Skills for Effective Leadership
  - 3.5 Implementing Strategies for Motivating Luxury Teams

2

Luxury Consumer Behaviour and Market Analysis

24 chapters · 140 classes **100 marks**

- **1 Understanding Market Dynamics in Fashion** — 6 classes
  - 1.1 Exploring Market Dynamics in Fashion
  - 1.2 Analyzing Fashion Consumer Behavior
  - 1.3 Investigating Trends in the Fashion Industry
  - 1.4 Identifying Key Market Segments
  - 1.5 Assessing Competitive Landscape in Fashion
  - 1.6 Applying Consumer Insights to Forecast Demand
- **2 Competitive Landscape and Positioning** — 6 classes
  - 2.1 Understanding Competitor Analysis in Fashion Retail
  - 2.2 Identifying Key Market Competitors
  - 2.3 Evaluating Competitor Strategies and Offers
  - 2.4 Mapping Brand Positioning in the Competitive Landscape
  - 2.5 Analyzing Consumer Perceptions and Preferences
  - 2.6 Applying Insights to Enhance Brand Positioning
- **3 Consumer Behavior and Segmentation** — 6 classes
  - 3.1 Understanding Consumer Behavior Fundamentals
  - 3.2 Identifying Key Consumer Segments
  - 3.3 Analyzing Motivations Behind Consumer Choices
  - 3.4 Exploring Lifestyle and Psychographic Influences
  - 3.5 Assessing Market Trends and Their Impact on Consumer Segmentation
  - 3.6 Applying Consumer Insights to Strategic Decisions
- **4 Data-Driven Market Insights for Fashion** — 6 classes
  - 4.1 Understanding Fashion Market Dynamics through Data
  - 4.2 Identifying Consumer Trends in Fashion Retail
  - 4.3 Analyzing Key Performance Indicators for Fashion Markets
  - 4.4 Utilizing Social Media Analytics for Consumer Insights
  - 4.5 Predicting Fashion Trends with Data Analytics Tools
  - 4.6 Applying Data Insights to Enhance Fashion Merchandising Strategies
- **5 Forecasting and Trend Analysis** — 6 classes
  - 5.1 Understanding the Basics of Trend Analysis
  - 5.2 Investigating Market Dynamics in Fashion
  - 5.3 Utilizing Data to Forecast Fashion Trends
  - 5.4 Analyzing Consumer Behavior and Preferences
  - 5.5 Interpreting Fashion Trend Reports
  - 5.6 Applying Forecasting Techniques to Real-World Scenarios
- **1 Conducting Comprehensive Market Research** — 6 classes
  - 1.1 Understanding Market Research Fundamentals
  - 1.2 Qualitative vs Quantitative Research Methods
  - 1.3 Designing Effective Surveys and Questionnaires
  - 1.4 Analyzing Consumer Behavior Patterns
  - 1.5 Utilizing Secondary Research Sources
  - 1.6 Interpreting Market Research Data
- **2 Identifying Market Opportunities** — 6 classes
  - 2.1 Recognizing Emerging Market Trends
  - 2.2 Assessing Market Gaps and Needs
  - 2.3 Leveraging Customer Insights for Growth
  - 2.4 Evaluating Market Entry Strategies
  - 2.5 Innovative Product Development Opportunities
  - 2.6 Forecasting Future Market Trends
- **3 Adapting Strategies Based on Data** — 6 classes
  - 3.1 Data-Driven Decision Making
  - 3.2 Aligning Strategies with Market Insights
  - 3.3 Using Analytics for Strategic Adjustments
  - 3.4 Creating Agile Business Strategies
  - 3.5 Monitoring Strategy Effectiveness
  - 3.6 Implementing Continuous Improvement Processes
- **4 Competitor Analysis Techniques** — 6 classes
  - 4.1 Identifying Key Competitors
  - 4.2 SWOT Analysis for Competitor Evaluation
  - 4.3 Benchmarking Against Industry Standards
  - 4.4 Understanding Competitor Marketing Strategies
  - 4.5 Tracking Competitor Performance Metrics
  - 4.6 Developing Competitive Advantage
- **5 Implementing Feedback for Strategy Improvement** — 6 classes
  - 5.1 Collecting Constructive Feedback
- **3 Cultural Variations in Luxury Perception** — 5 classes
  - 3.1 Explore Cultural Influences on Luxury Perception
  - 3.2 Investigate Regional Differences in Luxury Preferences
  - 3.3 Analyze the Impact of Social Norms on Luxury Consumption
  - 3.4 Examine Case Studies of Luxury Markets in Different Cultures
  - 3.5 Apply Cultural Insights to Enhance Luxury Retail Strategies
- **4 Trends and Future Directions in Luxury Consumer Behavior** — 5 classes
  - 4.1 Understanding Emerging Trends in Luxury Consumer Behaviour
  - 4.2 Analyzing the Impact of Digital Transformation on Luxury Consumption
  - 4.3 Evaluating the Role of Sustainability in Future Luxury Markets
  - 4.4 Predicting the Influence of Globalization on Luxury Consumer Preferences
  - 4.5 Applying Future Trends to Enhance Customer Experience in Luxury Retail
- **1 Understanding Luxury Consumer Psychology** — 6 classes
  - 1.1 Exploring the Concept of Luxury
  - 1.2 Identifying Psychological Drivers Behind Luxury Purchases
  - 1.3 Analyzing Consumer Perceptions of Luxury Brands
  - 1.4 Understanding Emotional Attachments to Luxury Goods
  - 1.5 Examining Social Influences on Luxury Consumption
  - 1.6 Applying Luxury Consumer Insights in Marketing Strategies
- **2 Profiling the Luxury Consumer** — 6 classes
  - 2.1 Understanding the Psychology of Luxury Consumption
  - 2.2 Identifying Key Characteristics of a Luxury Consumer
  - 2.3 Analyzing Motivations Behind Luxury Purchases
  - 2.4 Segmenting the Luxury Market: Profiles and Personas
  - 2.5 Evaluating the Impact of Cultural Influences on Luxury Consumption
  - 2.6 Applying Consumer Profiling to Enhance Luxury Brand Strategies
- **3 Cultural and Social Influences on Luxury Consumption** — 6 classes
  - 3.1 Exploring Cultural Dynamics in Luxury Consumption
  - 3.2 Analyzing the Role of Social Status in Luxury Purchasing
  - 3.3 Understanding Cultural Identity and Brand Perception
  - 3.4 Examining Social Influencers and Luxury Market Trends
  - 3.5 Investigating Cross-Cultural Differences in Luxury Preferences
  - 3.6 Applying Social and Cultural Insights in Luxury Marketing Strategies
- **4 The Decision-Making Process in Luxury Purchases** — 6 classes
  - 4.1 Understanding the Luxury Consumer Mindset
  - 4.2 Analyzing the Influences on Luxury Purchase Decisions
  - 4.3 Exploring Emotional Drivers in Luxury Buying
  - 4.4 Evaluating the Role of Brand Perception in Decision Making
  - 4.5 Identifying the Stages of the Luxury Purchase Journey
  - 4.6 Applying Consumer Decision-Making Models to Luxury Marketing
- **5 Emerging Trends in Luxury Consumer Behaviour** — 6 classes
  - 5.1 Understanding the Evolution of Luxury Consumer Preferences
  - 5.2 Analyzing the Impact of Digitalization on Luxury Consumption
  - 5.3 Exploring Sustainable Luxury: A New Consumer Demand
  - 5.4 Identifying the Influence of Social Media on Luxury Brand Perception
  - 5.5 Examining the Rise of Experiential Luxury and Consumer Engagement
  - 5.6 Applying Cultural and Generational Differences to Luxury Marketing Strategies
- **1 Understanding the Global Luxury Market Landscape** — 6 classes
  - 1.1 Define Luxury: Concepts and Characteristics
  - 1.2 Examine Key Global Luxury Markets
  - 1.3 Analyze Consumer Behavior in Luxury Markets
  - 1.4 Identify Emerging Trends in the Luxury Sector
  - 1.5 Compare Luxury Market Dynamics Across Regions
  - 1.6 Apply Market Analysis Tools to Luxury Strategy
- **2 Consumer Behavior and Segmentation in Luxury Fashion** — 6 classes
  - 2.1 Understanding the Psychology of Luxury Consumers
  - 2.2 Analyzing Consumer Motivations in Luxury Fashion
  - 2.3 Identifying Key Segments in the Luxury Fashion Market
  - 2.4 Exploring Regional Differences in Luxury Consumer Behavior
  - 2.5 Examining the Role of Cultural Influences on Luxury Segmentation
  - 2.6 Applying Consumer Insights to Luxury Market Strategy

3 **Luxury Marketing, PR and Digital** 18 chapters · 122 classes **100 marks**

- **1 Understanding Luxury Public Relations: Principles and Practices** — 6 classes
  - 1.1 Exploring the Fundamentals of Luxury Public Relations
  - 1.2 Distinguishing Luxury PR from Mainstream PR Tactics
  - 1.3 Analyzing Key Elements of a Luxury PR Strategy
  - 1.4 Leveraging Storytelling in Luxury PR Campaigns
  - 1.5 Engaging with Influencers in the Luxury Sector
  - 1.6 Measuring Success in Luxury Public Relations
- **2 Brand Storytelling and Image Crafting in Luxury** — 6 classes
  - 2.1 Understanding the Essence of Luxury Brand Storytelling
  - 2.2 Analyzing Iconic Luxury Brand Narratives
  - 2.3 Crafting a Compelling Luxury Brand Story
  - 2.4 Highlighting Key Elements in Luxury Image Crafting
  - 2.5 Exploring the Role of Heritage in Brand Storytelling
  - 2.6 Applying Storytelling Techniques to Enhance Brand Image
- **3 Digital PR Strategies for Luxury Brands** — 6 classes
  - 3.1 Understanding Digital PR Concepts in Luxury Marketing
  - 3.2 Analyzing the Role of Social Media in Luxury PR
  - 3.3 Leveraging Influencer Collaborations for Brand Esteem
  - 3.4 Crafting Compelling Digital Narratives for Luxury Audiences
  - 3.5 Implementing Effective SEO Strategies for Luxury Brands
  - 3.6 Measuring and Optimizing Digital PR Success in Luxury Campaigns
- **4 Crisis Management and Reputation Preservation** — 6 classes
  - 4.1 Understanding Crisis Dynamics in Luxury Brands
  - 4.2 Identifying Reputational Risks and Vulnerabilities
  - 4.3 Developing a Crisis Response Plan for Luxury Brands
  - 4.4 Effective Communication Strategies During a Crisis
  - 4.5 Engaging Stakeholders and Media in Crisis Situations
  - 4.6 Evaluating and Improving Post-Crisis Brand Reputation
- **5 Global PR Campaigns: Cultural Sensitivity and Local Adaptations** — 6 classes
  - 5.1 Understanding Cultural Sensitivity in Luxury PR
  - 5.2 Identifying Cultural Nuances Across Global Markets
  - 5.3 Adapting Brand Messaging to Local Preferences
  - 5.4 Crafting Culturally Inclusive PR Strategies
  - 5.5 Evaluating Successful Local Adaptations in PR Campaigns
  - 5.6 Applying Cultural Insights to Enhance PR Effectiveness
- **1 Digital Disruption and the Luxury Market** — 6 classes
  - 1.1 Understanding Digital Disruption in the Luxury Sector
  - 1.2 Analyzing Impact of E-commerce on Luxury Brands
  - 1.3 Exploring Social Media as a Catalyst for Change
  - 1.4 Investigating Technological Innovations in Luxury Retail
  - 1.5 Evaluating Consumer Behavior in the Digital Age
  - 1.6 Applying Digital Strategies for Sustaining Luxury Brand Value
- **2 E-commerce Strategies for Luxury Brands** — 6 classes
  - 2.1 Understanding the Unique Challenges of Luxury E-commerce
  - 2.2 Analyzing Consumer Behavior in the Luxury Market Online
  - 2.3 Crafting a Compelling Luxury Brand Story Through Digital Platforms
  - 2.4 Leveraging Cutting-edge Technologies to Enhance Luxury Buying Experience
  - 2.5 Developing Personalized E-commerce Experiences for Luxury Consumers
  - 2.6 Evaluating the Impact of E-commerce Strategies on Luxury Brand Equity
- **3 Personalization and Customer Experience in the Digital Age** — 6 classes
  - 3.1 Understanding Personalization in Luxury Markets
  - 3.2 Analyzing Customer Experience in the Digital Era
  - 3.3 Exploring Digital Tools for Customer Personalization
  - 3.4 Implementing Data-Driven Personalization Strategies
  - 3.5 Enhancing Customer Journey with Digital Experiences
  - 3.6 Evaluating the Impact of Personalization on Brand Loyalty
- **4 Digital Storytelling and Content Creation** — 6 classes
  - 4.1 Understanding the Role of Digital Storytelling in Luxury Brands
  - 4.2 Identifying Key Elements of Compelling Luxury Content
  - 4.3 Crafting Brand Narratives for a Global Luxury Audience
  - 4.4 Exploring Digital Platforms for Effective Luxury Storytelling
- **5 Innovation and Technology Integration in Luxury Brands** — 6 classes
  - 5.1 Exploring the Role of Innovation in Luxury Branding
  - 5.2 Identifying Key Technologies in Modern Luxury Markets
  - 5.3 Analyzing Case Studies of Technology Integration in Luxury
  - 5.4 Evaluating Consumer Expectations in the Digital Age
  - 5.5 Implementing Digital Tools for Enhanced Customer Engagement
  - 5.6 Developing Strategies for Sustainable Tech Integration in Luxury
- **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
- **14 Luxury Brand Communication Planning** — 10 classes
  - 14.1 Defining Luxury Communication Goals
  - 14.2 Target Audience Segmentation
  - 14.3 Brand Tone of Voice
  - 14.4 Message Consistency Across Channels
  - 14.5 Building a Communication Calendar
  - 14.6 Budgeting for Luxury Campaigns
  - 14.7 Setting Measurable Objectives
  - 14.8 Briefing Agencies and Creatives
  - 14.9 Approval and Brand Guidelines
  - 14.10 Reviewing a Communication Plan
- **15 Events, Launches and Experiential Marketing** — 10 classes
  - 15.1 Types of Luxury Events
  - 15.2 Planning Product Launches
  - 15.3 Guest List and Invitation Management
  - 15.4 Venue and Atmosphere Selection
  - 15.5 Runway and Showroom Presentations
  - 15.6 Private Client Evenings
  - 15.7 Managing Event Budgets
  - 15.8 Event Risk and Safety Planning
  - 15.9 Event Day Coordination
  - 15.10 Measuring Event Results
- **16 Media Relations and Influencer Partnerships** — 10 classes
  - 16.1 Building a Press Contact List
  - 16.2 Writing a Press Release
  - 16.3 Press Kits and Samples
  - 16.4 Handling Media Enquiries
  - 16.5 Fashion Editor Relationships
  - 16.6 Selecting Influencers and Ambassadors
  - 16.7 Influencer Briefs and Contracts
  - 16.8 Disclosure and Advertising Rules
  - 16.9 Gifting and Seeding Etiquette
  - 16.10 Tracking Press and Influencer Coverage
- **17 Social Media and Content Management for Luxury** — 10 classes
  - 17.1 Platform Selection for Luxury Brands
  - 17.2 Visual Standards and Photography
  - 17.3 Writing Captions with Brand Tone
  - 17.4 Community Management Rules
  - 17.5 Responding to Comments Professionally
  - 17.6 Paid Social Advertising Basics
  - 17.7 Video and Short Form Content
  - 17.8 Messaging Pre Owned and Resale Luxury
  - 17.9 Protecting Exclusivity Online

4

Luxury Retail and Client Experience

20 chapters · 124 classes **100 marks**

- **1 Understanding the Luxury Customer** — 5 classes
  - 1.1 Identifying Luxury Customers: Characteristics and Behaviours
  - 1.2 Exploring Psychological Motivations in Luxury Shopping
  - 1.3 Differentiating Luxury Customer Expectations from General Retail
  - 1.4 Adapting Communication Styles for Luxury Clientele
  - 1.5 Creating Memorable Experiences for Luxury Shoppers
- **2 Principles of Luxury Retail Etiquette** — 5 classes
  - 2.1 Understanding the Foundations of Luxury Retail Etiquette
  - 2.2 Mastering First Impressions: The Art of Luxury Greetings
  - 2.3 Communicating with Elegance: Tone and Language in Luxury Settings
  - 2.4 Managing Customer Expectations with Poise and Professionalism
  - 2.5 Applying Luxury Etiquette to Enhance Customer Experiences
- **3 Personalized Customer Interaction Techniques** — 5 classes
  - 3.1 Understanding Customer Profiles for Personalization
  - 3.2 Building Rapport Through Active Listening
  - 3.3 Identifying Customer Needs with Effective Questioning
  - 3.4 Crafting Tailored Recommendations for Customers
  - 3.5 Implementing Feedback to Enhance Customer Experience
- **4 Handling Challenges and Enhancing Customer Satisfaction** — 5 classes
  - 4.1 Understanding Customer Expectations in Luxury Retail
  - 4.2 Identifying and Analyzing Common Service Challenges
  - 4.3 Developing Solutions to Address Customer Complaints
  - 4.4 Enhancing Customer Satisfaction through Empathy and Communication
  - 4.5 Implementing Feedback to Improve Customer Experience
- **1 Understanding the Pillars of Luxury Experience Design** — 6 classes
  - 1.1 Defining the Core Concepts of Luxury Experience
  - 1.2 Exploring the Psychological Drivers of Luxury Consumption
  - 1.3 Identifying Key Components of Luxury Experience Design
  - 1.4 Analyzing Case Studies of Successful Luxury Experiences
  - 1.5 Integrating Sensory Elements in Luxury Experience Design
  - 1.6 Applying the Pillars: Crafting a Unique Luxury Experience
- **2 Mapping Customer Journeys in the Luxury Sector** — 6 classes
  - 2.1 Understanding Luxury: Defining Customer Expectations
  - 2.2 Mapping the Journey: Identifying Key Touchpoints
  - 2.3 Analyzing Behaviors: Decoding Luxury Consumer Decisions
  - 2.4 Designing Touchpoints: Creating Memorable Luxury Experiences
  - 2.5 Personalizing Journeys: Customizing for the Luxury Client
  - 2.6 Evaluating Success: Measuring Impact in Luxury Experience Design
- **3 Innovative Technologies for Luxury Experience Enhancement** — 6 classes
  - 3.1 Understanding Innovative Technologies in Luxury Experiences
  - 3.2 Exploring Emerging Digital Tools for Enhancing Luxury
  - 3.3 Integrating Augmented Reality in Luxury Experience Design
  - 3.4 Utilizing Artificial Intelligence for Personalized Luxury Services
  - 3.5 Applying Virtual Reality to Create Immersive Luxury Experiences
  - 3.6 Evaluating the Impact of Technology on Luxury Customer Journeys
- **4 Crafting Immersive Brand Narratives** — 6 classes
  - 4.1 Understanding the Essentials of Brand Narratives
  - 4.2 Exploring the Role of Storytelling in Luxury Branding
  - 4.3 Analyzing Components of an Immersive Experience
  - 4.4 Designing Multi-Sensory Brand Experiences
  - 4.5 Integrating Technology into Experiential Design
  - 4.6 Evaluating the Impact of Immersive Narratives on Brand Loyalty
- **5 Evaluating and Refining Luxury Experience Design** — 6 classes
  - 5.1 Understanding Key Metrics for Luxury Experience
  - 5.2 Analyzing Customer Feedback in Luxury Markets
  - 5.3 Identifying Opportunities for Refinement in Experience Design
  - 5.4 Implementing Iterative Design Improvements
  - 5.5 Utilizing Technology to Enhance Luxury Experiences
  - 5.6 Evaluating the Impact of Design Changes on Customer Satisfaction
- **1 Leather and Textiles** — 4 classes
  - 1.1 Fine Leather Types and Grades
  - 1.2 Tanning and Finishing Basics
- **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
- **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
- **16 Luxury Boutique Environment and Standards** — 10 classes
  - 16.1 Boutique Design and Atmosphere
  - 16.2 Opening and Closing Routines
  - 16.3 Cleanliness and Presentation Standards
  - 16.4 Window and Display Care
  - 16.5 Lighting, Music and Scent
  - 16.6 Fitting Room Standards
  - 16.7 Back of House Organisation
  - 16.8 Stock Presentation and Folding
  - 16.9 Daily Floor Checklist
  - 16.10 Boutique Standards Walk Through
- **17 Client Relationship and Clienteling** — 10 classes
  - 17.1 Building Lasting Client Relationships
  - 17.2 Client Profiles and Preferences
  - 17.3 Using Client Records Ethically
  - 17.4 Personal Shopping Appointments
  - 17.5 Invitations to Private Events
  - 17.6 Follow Up After Purchase
  - 17.7 Birthdays and Special Occasions
  - 17.8 Handling VIP Clients
  - 17.9 Handling Pre Owned Goods and Condition Grading
  - 17.10 Clienteling Role Play Exercise
- **18 Luxury Selling Skills and Product Presentation** — 10 classes
  - 18.1 Discovering Client Needs Through Questions
  - 18.2 Presenting Products with Stories
  - 18.3 Demonstrating Quality and Details
  - 18.4 Suggesting Complementary Items
  - 18.5 Handling Objections Gracefully
  - 18.6 Discussing Price with Confidence
  - 18.7 Closing a Sale Without Pressure
  - 18.8 Upselling with Integrity
  - 18.9 Selling to International Clients
  - 18.10 Full Luxury Sales Role Play
- **19 After Sales Service, Care and Complaint Handling** — 10 classes
  - 19.1 Packaging and Gift Wrapping Standards
  - 19.2 Delivery and Collection Services
  - 19.3 Repairs and Alteration Services
  - 19.4 Care Labels and Care Advice for Luxury Goods
  - 19.5 Warranty and Authenticity Certificates
  - 19.6 Returns and Exchange Procedures

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