

**AAFT  
ONLINE**



**1 YEAR**  
**LUXURY  
BRAND**  
MANAGEMENT

# ABOUT

## AAFT ONLINE

An EdTech  
venture  
which aims to  
**change  
the way**  
**creative arts**  
is **learnt** and  
**taught**  
**globally**



Online Learning has established itself as the next big thing, expanding the ambit of education by inculcating new technologies and innovation. AAFT Online is an EdTech venture which aims to change the way creative arts is learnt and taught globally. It is initiated by the founders of AAFT who are also the founders of Noida Film City- a 100 acres film and TV production hub in North India employing nearly 17,000 professionals since 1988.

The founders and promoters of the venture are the world record holders in media education, founders of India's first Creative Arts University, Movie Studios Entrepreneurs, Film makers and Educationists. It is backed up by a vast professional team of experienced academics and achievers from varied domains of creative arts.

AAFT Online has been established as India's first dedicated and biggest EdTech venture in the Creative Arts and Skill Development to reach maximum creative individuals and foster professional training in it. It currently offers over 25 courses in the field of Cinema, Journalism, Advertising, Fashion/ Lifestyle, PR, Music and Photography; and shall keep on adding new and in-demand courses to the list as and when feasible.

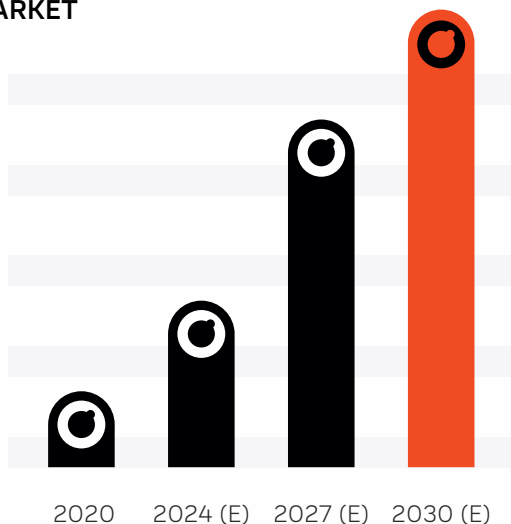
# LUXURY

## INDUSTRY OUTLOOK

### INDIAN LUXURY MARKET 2020-2030

Market Growth  
Will **ACCELERATE** at  
a **CAGR** of about

**21%**



India is one of the fastest-growing luxury markets in the world. The size of the Indian luxury market is expected to grow from the current US \$30 billion to more than \$200 billion in 2030 but Covid-19 caused havoc across all industries including luxury. Over the next decade, the segment is well poised to see positive growth through economic development, greater connectedness, and policy reforms, all of which will offer a plethora of opportunities for luxury companies to serve young, affluent, connected, and confident Indian consumers.

- ▶ Revenue in the Luxury Goods market amounts to US\$6,658m in 2022.
- ▶ The market's largest segment is the segment Prestige Cosmetics & Fragrances with a market volume of US\$1,907m in 2022.
- ▶ In relation to total population figures, per person revenues of US\$4.73 are generated in 2022.
- ▶ In the Luxury Goods market, 7.2% of total revenue will be generated through online sales by 2022.

# CHAIRMAN'S MESSAGE

**Dr. SANDEEP MARWAH**



We have been persistently on a mission to impart creative excellence to the youth and strengthen the media & arts community globally. We believe AAFT Online can help to bridge the industry-academia gap faced in the media and entertainment industry by reaching to the global network of creative enthusiasts. We have established innovative pedagogy and methodologies to provide cutting-edge learning environment to the students. Our curriculum is curated by industry professionals and academicians to foster training in such a way that our students can efficiently meet the industry requirements and demands, thus, excelling in their chosen vocations.

I would like to encourage students to follow their calling and choose the path of creative arts learning, taking the first-step towards transforming passion into profession. I would also like to extend my gratitude to our promoters and supporters for their persistent trust and enthusiasm which continuously motivates us to serve the education community and set new benchmarks with our contemporary teaching modules.

# ACHIEVEMENTS



India's First  
**UGC approved**  
Creative Arts  
University



Bestowed  
upon  
**120 Awards** in  
Education



Over  
**30 Years** in  
Education



Trained  
Over **20,000+**  
Students

# WHY STUDY ONLINE

- Career advancement and hobbies

- Added Flexibility and Self-Paced Learning

- Lower costs and debts

- Better Time Management

- Demonstrated Self-Motivation

- Improved Virtual Communication and Collaboration

- A Broader, Global Perspective

- Refined Critical-thinking Skills

- More choice of course topics

- More Comfortable Learning Environment

- Access outstanding teaching

- Study from anywhere in the world

- Make global connections



Courses are **specially curated by Academicians and Industry Experts**

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Opportunity to **interact and network** with enthusiasts from all across the globe

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**Courses are for all-whether** you are a student or a working professional

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All our classes are backed by **Virtual Faculty Support**

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Focused approach for skill building and **practical exposure** through assignments and projects

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**Dedicated Placement Support**

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**Up-to-date content** with the latest trends and developments of the industry

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Learn **real world application** through practitioners

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**Add a specialization** in your Resume on completion of the course

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Access to **AAFT Alumni Association**

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**one-to-one mentor sessions** throughout the course

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# COURSE

## OVERVIEW

This diploma program in Luxury Brand Management has been thoughtfully designed for people who want to explore and seek a career in the luxury industry. This intensive program has been planned to provide a thorough grasp of the all-important skills of Luxury Brand Management. The program consists of various modules covering different aspects of Luxury and how to manage its intricacies, including customer service. Quality as a concept and the evaluation of the standards and criteria that constitute quality is implicit throughout the program and are also the most vital component of the Luxury industry. The program has been designed in a compact modular form to enable the learner to manage time & resources according to the high pace of the fashion and luxury business where they wish to make their careers.

**Employability:** Top Recruiting Industries for Luxury Brand Management are Beauty, Consulting, Jewellery, Real Estate and Home Décor, Fashion and Retail, Accessories, Wines and Spirits

## LUXURY BRAND MANAGEMENT





# WHAT YOU WILL LEARN

Introduction to Luxury Sectors

Luxury Brands & Consumers

Luxury Business Foundations

Luxury & Fashion

Luxury Accessories

Marketing & Merchandising

Art & Luxury

Communication Strategies

Brand Metrics

Trade Functions;

Retail & Laws

Production, Wholesale  
& advertising

Luxurypreneurship &  
Professional  
Environment



# CURRICULUM

## OVERVIEW

### **Introduction to Luxury Sectors**

- MODULE 01** Fundamentals of a Luxury Brand
- MODULE 02** Introduction to Integrated Marketing Communication Mix
- MODULE 03** Luxury Industry Trends & Influences

### **Luxury Brands & Consumers**

- MODULE 04** Fashion Luxury Know How
- MODULE 05** All Things Luxury
- MODULE 06** Luxury Consumers
- MODULE 07** New Age Luxury

### **Luxury Business Foundations**

- MODULE 08** Global Couture History
- MODULE 09** Fashion Districts & Brands
- MODULE 10** Luxury Trends and Events

### **Luxury & Fashion**

- MODULE 11** Discovery of Fashion Sectors
- MODULE 12** Textile Technology

### **Luxury Accessories**

- MODULE 13** High End Accessories

# CURRICULUM

## OVERVIEW

### **Marketing & Merchandising**

- MODULE 14** Fashion Marketing
- MODULE 15** Visual Merchandising
- MODULE 16** Consumer Behavior
- MODULE 17** E Marketing & Social Media Marketing
- MODULE 18** Merchandising

### **Art & Luxury**

- MODULE 19** Lifestyle and Art of Living
- MODULE 20** Art & Fashion

### **Communication Strategies**

- MODULE 21** Press Review And Public Relations
- MODULE 22** Consumer Culture Theory

### **Brand Metrics**

- MODULE 23** Global Distribution (luxury Brands)
- MODULE 24** Forecast Management

### **Trade Functions; Retail & Laws**

- MODULE 25** International Trade
- MODULE 26** Retail
- MODULE 27** Fashion Laws

# CURRICULUM

## OVERVIEW

### **Production, Wholesale & Advertising**

**MODULE 28** Production Process and Collection Plans

**MODULE 29** Wholesale Distribution

**MODULE 30** Advertising and Sponsorship

### **Professional Environment**

**MODULE 31** Business English

**MODULE 32** Grooming and Communication

**MODULE 33** Entrepreneurship

**MODULE 34** Master Project



LOUIS VUITTON





# KEY PROJECTS

Research and presentation analysis of any national and international luxury brand of choice

Creating presentation on evolving marketing strategies of different luxury and couture brands

Project analysis of a working model of sustainable fashion brands

Developing new product lines on existing brand's product mix (Fashion and non-fashion) and marketing mix

Creating Visual layouts for a retail outlet of a Luxury Brand

Creating Ad Campaigns for luxury & couture brands

Designing Luxury Magazine Layout & its content

Creating a consumer behavioural project which supports branding of merchandise on personality types

Master Project/Final Project: Brand Plan/  
Entrepreneurial Project - a working brand plan,  
from product to consumer



REAL LUXURY  
IS UNDERSTANDING  
QUALITY, AND  
HAVING THE TIME  
TO ENJOY IT.



# WHO SHOULD ENROLL

Freshers from any Stream

Fashion Enthusiasts

Design Enthusiasts

Aspiring Luxury Managers

Management Professionals  
Wanting to Upgrade Their Skills

Luxury Enthusiasts





# CAREER OPPORTUNITIES

Luxury Brand Manager

Merchandisers

Visual Merchandiser

PR Specialist

Product Manager

Client Relationship Manager

Fashion Retail Buyer

Fashion PR Manager

Fashion Retail Manager

Brand Manager

Luxury Goods Product  
Manager



# CERTIFICATE OF COMPLETION

**AAFT  
ONLINE**

## **1 Year Diploma**

**Neha Garg**

Has Successfully Completed The AAFT Online  
Diploma Course In

**Luxury Brand Management**

This hereby confirms that the candidate has successfully cleared all assessments and projects  
and is ready to execute their learning.

**PROF. ALBEENA ABBAS**  
Academics Director, AAFT Online



**Dr. SANDEEP MARWAH**  
Chairman, AAFT Online

# COURSE HIGHLIGHTS

Blended Learning

Live Classes with Industry Professionals and Faculty

Recorded Lectures

1 Year Program

Hands-on Practical Projects

Mentoring and Handholding with Industry Stalwarts

Discussion Room

A potent Networking Platform

Downloadable Content like E-Workbooks

Scientifically Designed Assessments and Assignments

Placement Assistance

PRADA  
MILANO

# ADMISSION

## DETAILS

### DIPLOMA IN LUXURY BRAND MANAGEMENT

#### ELIGIBILITY

Every Candidate with 12<sup>th</sup> grade from a recognised board is eligible for the program.

#### SELECTION PROCESS

**STEP 1:** Fill up the Application Form

**STEP 2:** Admissions Team would review your application

**STEP 3:** Interview round with Director Admissions

#### FEE STRUCTURE

**Rs - - -** (All Inclusive)

Candidates can pay through Debit Card, Credit Card, Net Banking, Cheque/DD.

**Financial Aid** - Avail Education Loans at 0% interest rate from our corporate financial partners.

# OUR RECRUITERS



STEFANO RICCI



SATYA PAUL

ZARA



極度乾燥(しなさい)  
Superdry®



KAZO

NYKAA

# OUR RECRUITERS



HEMANT &  
NANDITA

NAMRATA joshapura





**ABS**  
ASIAN BUSINESS  
SCHOOL

**MARWAH  
STUDIOS**  
a creative enterprise

**ASB**  
ASIAN SCHOOL  
OF BUSINESS

**AAFT**

**ALC**  
ASIAN LAW  
COLLEGE

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admissions@aaftonline.com // +91 98109-85066