

# EMBARЯ INSTITUTE

Luxury Brand Management

Develop a deeper knowledge of international luxury market with a broadened mindset.





# Overview

The program is beginner-friendly with no prerequisites - only an appetite to be a knowledge changer.

While many have a basic understanding of luxury industry, this program aims to unify the language and understanding behind the world of luxury all together with marketing principles that would empower decision-makers in understanding the digital landscape of the business.

This course  
provides  
valuable  
insights into

- Understanding luxury
- Luxury market overview
- Luxury physical and digital customer experience
- The luxury environment & evolution
- Branding case studies
- Positioning & Communication
- Luxury Digital Marketing & Analytics

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Brand is the holistic sum of customers' experiences, composed of visual, tonal and behavioral brand components, many of which are shaped by interaction design.

- Kate Kaplan



## UNDERSTANDING LUXURY - HERITAGE VS THE SOCIAL ASPECT OF LUXURY TODAY

- Heritage and the meaning of luxury today.
- Social aspect of luxury today.
- AR and live streaming as a new e-commerce of today.

## UNFORGETTABLE EXPERIENCE - LUXURY MARKET OVERVIEW

- Key opinion leaders of today
- 360 experience overview
- Luxury categories and segmentation

## THE LUXURY ENVIRONMENT & EVOLUTION CHAIN OF LUXURY GOODS

- Sustainability - Positive Luxury
- The luxury industry change is coming
- Market heroes of today

## HOW TO BLEND LUXURY PHYSICAL AND DIGITAL CUSTOMER EXPERIENCE?

- It's not what you wear but how you wear and what you know.
- Physical and digital retail of today.
- Personal data expertise.

## BRANDING CASE STUDIES - CHANEL, GUCCI AND ROLLS ROYCE.

- Personality of the brand and the trademark.
- Strategy which make's luxury brand grow.
- Inside Chanel, Gucci and Royce Rolls.

## LUXURY CUSTOMER SERVICE -RELATIONSHIP WITH LOGO, SERVICE OR PRODUCT?

- What is the customer experience and how to deliver world class experience?
- How customers engage with the brands?
- Key factors why we purchase luxury goods.

## POSITIONING & COMMUNICATION - TOOLS WHICH WORKS FOR LUXURY BRANDS

- Positioning in the world of the new luxury.
- Centrality distinctivness.
- Communication tools.

## LUXURY DIGITAL MARKETING & ANALYTICS

- Advantage of visual social network.
- Website and the power of SEO.
- When online implement offline experience.

Course leader, lecturer.

## Margaret Herde



Margaret Herde is a member of the Dubai Business Council, Forbes Middle East, co-host of The Pulse of Dubai Podcast and founder and managing director of Embarr Group.

She has nearly two decades of experience in luxury brand management and development with a particular interest in personal branding. She has worked with more than 40 luxury brands, several HNWI and celebrities to support them in establishing their positive personal brand and communication. She guest lectured at Regent University, London College of Arts and University Marangoni, London.





## PROGRAM DETAILS

### **ONLINE COURSE**

- Duration: 2 weeks
- Sessions / Week: 2 Sessions per week
- Length of Sessions: 2 hours / Session
- Total Hours: 8 Hours
- Language: English

**Price: 550\$**

# EMBARRA INSTITUTE

Enroll now



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