

SP4 LUXURY ART & FASHION MARKETING

NEW YORK
PROGRAMME CERTIFIÉ PAR L'ETAT NIV.I

Discover the world of the luxury market

In the luxury market, selling a lifestyle and tapping into the aspirations of consumers is a motivation to buy often as significant as product innovation and quality. As a result, communication has long been a fundamental cornerstone of any luxury business. Marketing luxury products and services presents a number of unique challenges, including the nature of the target market, the importance of establishing a strong relationship with customers, the critical role of brand image and the nature of the distribution system.

Where once luxury marketing focused on print media and unilateral broadcasts by a brand, today it seeks to create a dialogue between brand and consumer. Traditional media, remain in effect, but the digital and non-media strategies such as sponsoring and events have developed significantly. Confronted with these changes and new technologies, the luxury industry is developing new strategies, in terms of digital, connected objects or experiential merchandising.

COURSES :
455H - 60 CRÉDITS ECTS

Fashion, Beauty & Luxury markets in the US

Leadership Skills for the Fashion Industry

Creative Communication for Luxury Brands

Digital Marketing in Fashion, Luxury & Arts

Entrepreneurship in Luxury & Arts

CAREERS :

- Brand manager
- Trend researcher
- Sales manager
- Marketing director

AT THE END OF SCHOOL

Employability 
 School exit salary 
 Salary after 5 years 

THE ADVANTAGES OF THE PROGRAM



Thesis

Fourth year students finish their studies by writing a thesis and defending it in front of a committee. This paper and its oral defense are an essential part of the curriculum and are required to graduate. The aim of this thesis is to advance academic knowledge in the student's chosen field.

Competition

One of our students' favourite moments of the school year is the final competition. Sup de Pub wanted to find a way to closely approximate the experience of working in an agency to allow our students to develop their professionalism. For more than a week, students, working in interdisciplinary groups, work on a practical case presented by a large advertiser or a large agency, to answer a specific strategic, marketing or creative problem. Creative students, strategists, PR, media and digital specialists all work together with the goal of using their various skills to create a real solution of professional quality. Many students have found internships with the presenting agencies or advertisers because of the impression they have made during the competitions. And a special meeting by Brune Buonomano, DG BETC Luxe / Etoile Rouge



Intake in September 4th year Planning SP4

- From September to January : Courses (work-study contract is possible)
- From January to August : internship
- September : Defense of the professional project