Strategic Luxury Brand Management and Positioning Training Course

21 - 25 Dec 2026

Milan

5900 € (Per Person)

Ref: #MAR8398_144690

Course Introduction / Overview:

The luxury market operates on a unique set of principles, distinct from conventional marketing, where desire, exclusivity, and heritage form the cornerstones of value. This intensive training course delves into the sophisticated world of luxury branding and premium market positioning, providing a comprehensive roadmap for building, managing, and sustaining high-end brands. Drawing upon the foundational concepts of leading academics like Jean-Noël Kapferer, author of "The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands," this program explores how luxury brands thrive by creating distance and dreaming. Participants will move beyond traditional marketing funnels to understand the art of brand storytelling, the science of premium pricing, and the critical importance of curating an unparalleled customer experience. At BIG BEN Training Center, we have designed this course to equip professionals with the strategic foresight and practical skills needed to navigate the complexities of the affluent consumer market, manage brand equity effectively, and leverage digital transformation to enhance, not dilute, brand prestige. This is an essential program for anyone aiming to master the nuanced dynamics of the luxury sector.

Target Audience / This training course is suitable for:

- Brand Managers and Directors.
- Marketing Professionals and Executives.
- Product Development Managers.
- Entrepreneurs in the luxury sector.
- Retail and Store Managers.
- Public Relations and Communications Specialists.
- Business Development Managers.
- Consultants specializing in retail and consumer goods.

Target Sectors and Industries:

- High-Fashion and Apparel.
- Fine Jewelry and Watches.
- Premium Automotive.
- Luxury Hospitality, Travel, and Tourism.
- High-End Real Estate.
- Cosmetics, Skincare, and Fragrances.
- Fine Wines and Spirits.
- Private Banking and Wealth Management.
- Yachting and Private Aviation.
- Governmental bodies regulating trade and consumer protection.

Target Organizations Departments:

- Marketing and Communications.
- Brand Management.
- Product Development and Design.
- Sales and Retail Operations.
- Customer Relationship Management (CRM).
- Strategic Planning and Business Development.
- Public Relations (PR).
- Corporate Strategy.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop a robust luxury brand strategy from the ground up.
- Master premium market positioning techniques to achieve brand exclusivity.
- Implement effective digital marketing campaigns tailored for affluent consumers.
- Design and manage unparalleled customer experiences that foster loyalty.
- Analyze global luxury market trends to identify growth opportunities.
- Construct compelling brand narratives that resonate with high-net-worth individuals.
- Apply sophisticated pricing strategies that enhance perceived value and desirability.
- Protect and enhance brand equity in a competitive global landscape.

Course Methodology:

The training methodology for this course at BIG BEN Training Center is designed to be immersive, interactive, and strategically focused. We believe that mastering luxury brand management requires a blend of theoretical knowledge and practical application. The program moves beyond lectures to incorporate in-depth analysis of real-world case studies, examining the successes and failures of iconic luxury houses. Participants will engage in dynamic group discussions, collaborative workshops, and strategic simulation exercises that challenge them to solve complex branding problems. Each module is structured to build upon the last, ensuring a coherent and comprehensive learning journey. Emphasis is placed on peer-to-peer learning and constructive feedback, allowing participants to refine their ideas in a supportive environment. Our expert facilitators guide attendees through the process of developing a complete luxury brand strategy, ensuring that they leave not just with new knowledge, but with the confidence and tools to apply these elite strategies directly within their own professional contexts.

Course Agenda (Course Units):

Unit One: The Foundations of Luxury Brand Management

- Defining the luxury concept beyond price and quality.
- The history and evolution of the world's most iconic luxury brands.
- Understanding the psychology and behavioral patterns of the affluent consumer.
- Differentiating between premium, fashion, and true luxury markets.
- The critical role of heritage, craftsmanship, and brand mythology.
- Analyzing the modern luxury landscape and its key economic drivers.
- Introduction to strategic frameworks for luxury brand building.

Unit Two: Crafting a Powerful Luxury Brand Identity

- Developing a compelling brand vision, mission, and set of values.
- The art of brand storytelling and creating an enduring narrative.
- Building a system of brand codes, symbols, and sensory signatures.
- Managing brand architecture, extensions, and product portfolios effectively.
- The strategic importance of 'Made In' and the country-of-origin effect.
- Leveraging brand heritage for modern relevance without becoming dated.
- Case study analysis of successful brand identity creation and revitalization.

Unit Three: Strategic Positioning in the Premium Marketplace

- Conducting comprehensive luxury market and competitor intelligence.
- Advanced techniques for segmenting the high-net-worth market.
- Creating a unique and defensible value proposition for a luxury brand.
- Mastering the principles of premium and psychological pricing strategies.
- Developing a precise brand positioning statement for maximum impact.
- Utilizing perceptual mapping to identify and own a unique market space.
- Balancing the paradox of exclusivity and accessibility for sustainable growth.

Unit Four: Communicating Luxury and Curating the Customer Experience

- Developing an integrated marketing communications (IMC) plan for luxury.
- Digital marketing strategies for luxury. social media, content, and influencer marketing.
- The role of public relations, high-profile collaborations, and exclusive events.
- Designing the flagship retail environment and the omnichannel customer journey.
- Mastering the art of personalization, clienteling, and relationship management.
- Ensuring a seamless and consistent brand experience across all touchpoints.
- Metrics and KPIs for measuring the effectiveness of luxury marketing initiatives.

Unit Five: Sustaining Growth and Navigating the Future of Luxury

- Formulating strategies for successful international and global expansion.
- The growing importance of sustainability and ethical practices in luxury.
- Legal and practical strategies for protecting brand equity from counterfeiting.
- Leveraging emerging technologies. AI, AR, and the metaverse in the luxury sector.
- Managing the brand's reputation through economic cycles and crises.
- Anticipating future trends and evolving consumer expectations in luxury.
- Final workshop. developing and presenting a comprehensive luxury brand strategic plan.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

In an era of increasing digital accessibility and social media transparency, how can a luxury brand maintain its core principles of exclusivity and rarity without appearing disconnected from the modern consumer?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by moving beyond conventional marketing theories to provide a deep, strategic immersion into the unique ecosystem of luxury. While many programs focus on general branding tactics, this training is specifically architected around the anti-laws of marketing that define the world's most prestigious brands. It offers a holistic perspective, seamlessly integrating the psychology of the affluent consumer with the practicalities of brand identity creation, strategic positioning, and experiential design. Participants will not only learn the 'what' but master the 'why' behind successful luxury strategies, exploring the delicate balance between heritage and innovation, and exclusivity and digital presence. The curriculum is enriched with contemporary case studies and forward-looking modules on sustainability and technology, ensuring the skills acquired are not just relevant today but are future-proof. It is an advanced strategic course designed for professionals who seek to understand and lead in the high-stakes world of premium and luxury goods, rather than a simple overview of marketing techniques.