

MSc SPECIALISATION

LUXURY & DESIGN MANAGEMENT

Campus: Paris**Teaching language:** English**Duration of studies:** Regular track: 2 years / Short track: 1 year (MSc 2)**Study rhythm:** Full time**Degrees awarded:** MSc - Master of Science in Luxury & Design Management (recognised by CGE) // DESSMI, State Degree (Bac+5, RNCP 7)**Intake:** September

PROGRAMME OVERVIEW

The MSc in Luxury & Design Management trains a new generation of professionals capable of understanding the economic, cultural, and strategic dynamics of the luxury industry, while mastering its core values — creativity, innovation, excellence, and sustainability. Through a multidisciplinary approach, students develop the skills to lead ambitious projects in areas such as collection design, retail concepts, customer experience, communication, and packaging, all with a strong focus on ethics and responsibility. Designed to prepare students for international careers in luxury houses, creative agencies, or entrepreneurial ventures, this program fosters forward-thinking, adaptability, and a strong innovation mindset. More than just a degree, it offers an immersive experience in a world of excellence where meaning, boldness, and vision come together.

CAREER OPPORTUNITIES :

- Project manager,
- Product manager,
- Brand manager,
- Product development manager,
- Social media & content manager,
- Customer Relations Manager,
- Visual merchandiser,
- Retail concept manager,
- Clienteling specialist,
- Sourcing manager

100% OF OUR GRADUATES FIND A JOB WITHIN 6 MONTHS THANKS TO OUR PARTNER COMPANIES:

Louis Vuitton // Dolce & Gabbana // Chanel //
Cartier // Montblanc // ST Dupont // Boucheron
// Diptyque // Swarovski // Baccarat // Daum
// Make up for ever // le Plaza Athénée //
Printemps Haussmann // Galeries Lafayette
Haussmann // Vaucher // Cristal Saint-Louis //
Girard-Perregaux // Parmigiani // Le Mandarin
Oriental

CORE CURRICULUM MODULES (SEE PAGE 11)



SPECIALISED AND PRACTICE-ORIENTED ACTIVITIES

YEAR 1 (MSC 1): SPECIALISATION COURSES

- Economy and culture of luxury
- Innovation and challenges in luxury
- Customer experience and commercial excellence in luxury

+ Professional and specialised micro-certificate (Advanced Excel with TOSA)

+ A minimum 2-month professional experience (related to the chosen specialisation)*

YEAR 2 (MSC 2): SPECIALISATION AND EXPERTISE COURSES

→ It is possible to enter the programme directly at MSc2 level (at least 240 ECTS).

- Brand identity and luxury codes
- Product and Pricing Policy & Design Packaging (Workshop)
- Materials and Product Design (Workshop)
- High-end supply chain and sourcing (including purchasing)
- Distribution Strategy and internationalization of luxury brands
- Visual Merchandising & Retail Design
- Creative languages & 360° communication
- Elective: Immersive Luxury Experience

+ Capstone Project (in collaboration with a partner company)

+ Professional and specialised micro-certificate (Photoshop and In-Design with TOSA)

+ A minimum 4-month professional experience (related to the chosen specialisation)*

* Internship, entrepreneurial project, fixed term or permanent contract, or any other form of contract

PROFESSIONAL AND SPECIALISED MICROCERTIFICATES

Advanced Excel with TOSA, Illustrator or Photoshop or In-Design (TOSA)

GRADUATE TESTIMONIAL

"I am currently Product Manager for watches at CHANEL. My work involves developing new timepieces and overseeing their launch. At the same time, I monitor performance and actively contribute to the commercial strategy. ICN's distinctive #ATM pedagogy has been a great help in my professional career."

Manon Lebugle
Product manager for watches, Chanel



(Non-contractual informations.
Content subject to change)



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