MSc Sustainable Luxury & Brand Management

The **MSc Sustainable Luxury & Brand Management** prepares the next generation of luxury professionals by equipping them with the skills to combine excellence, innovation, and sustainability. In a rapidly evolving industry, this program provides a deep understanding of the environmental, social, and ethical challenges shaping the future of luxury, while building strong expertise in luxury marketing, communication, and brand management.

Through a curriculum that combines strategy, creativity, and customer experience, students develop a comprehensive understanding of the luxury industry. They learn how to design sustainable brand strategies, lead innovative projects, and meet the expectations of increasingly conscious consumers who value transparency, authenticity, and responsibility.

Study in **Lyon or Annecy.**

2 formats
A 2-year pathway or an accelerated 1-year pathway

Collaborate
with industry professionals

100%
in english

PRESENTATION

The **MSc-Master of Science Sustainable Luxury & Brand Management** prepares future luxury professionals to address the challenges of a rapidly transforming industry. It combines the fundamentals of luxury brand management with sustainability, innovation, and responsibility issues, enabling students to meet the evolving expectations of consumers and companies.

Fully taught in English, this program provides an international perspective on the luxury industry. Students develop expertise in brand strategy, marketing, communication, and customer experience, while integrating the environmental, social, and ethical dimensions of sustainable luxury.

The program covers a wide range of strategic and operational skills:

- Luxury brand strategy and management
- Luxury marketing and communication

- Sustainability and corporate responsibility
- Customer experience and omnichannel journeys
- Innovation and transformation in the luxury sector
- Responsible supply chain management
- Digitalization and emerging luxury trends
- Project management and international development

The program is awarded the **MSc label from the Conférence des Grandes Écoles**.

The programs are open to applicants with a **B2 level of English** and are offered in three formats, providing flexibility adapted to different profiles:

- **Bac+4 entry level:** a 2-year program accessible after completing a Bachelor's degree (Bac+3) or obtaining at least 180 ECTS credits.
- **Bac+5 entry level:** a 1-year program accessible after completing a 4-year degree (Bac+4) or obtaining at least 240 ECTS credits.
- **Bac+5 entry level with professional experience:** a 1-year program accessible after completing a Bachelor's degree (Bac+3) or obtaining at least 180 ECTS credits, combined with at least 3 years of significant professional experience (ideal for career changers or professionals seeking career development) through the VAPP procedure.

A RESPONSIBLE AND COMMITTED SCHOOL

For more than 30 years, **Esdes Business School** has been preparing students and professionals, through education and research, to create sustainable value in a globalized and digital world. The school contributes to the emergence of a responsible economy driven by its faculty, partners, alumni, and students.

CAREER OPPORTUNITIES

- Luxury Merchandising Manager
- Luxury Communication / Marketing Manager
- Digital Marketing Specialist in the luxury sector
- Sales Director
- Luxury Product Manager
- Account Manager
- Brand Ambassador
- Consultant

PROGRAM HIGHLIGHTS

A rigorous and career-oriented program, fully taught in English:

- Development of strategic, analytical, and operational skills
- Courses delivered by faculty members, researchers, and industry professionals
- Teaching methods based on real-life case studies and hands-on projects
- Expert talks and collaborative work to address real-world organizational challenges
- An immersive English-speaking environment to strengthen communication skills in an international professional context

✓ **An ethical and responsible approach to management:**

- Integration of governance, ethics, and corporate social responsibility issues
- Awareness of the environmental and social challenges faced by organizations
- Development of a global and sustainable vision of management
- Training future leaders able to combine business performance with positive impact
- Preparation for responsible decision-making in complex environments

✓ **Niche specializations aligned with market needs:**

- Programs designed in collaboration with industry experts and professionals
- Development of specialized expertise in a strategic field
- Alignment of taught skills with companies' expectations
- Building a coherent and distinctive career plan
- Strengthening employability and access to leadership positions in evolving sectors

MSC - MASTER OF SCIENCE IN 1 YEAR

The **one-year Master of Science (MSc)** starts in **mid-September** and aims to provide students with advanced expertise and operational skills in their chosen field of specialization.

Designed in collaboration with **academic experts and industry professionals**, the program addresses the current needs of organizations and develops the skills required to tackle economic, societal, and environmental challenges.

Accredited according to the certification criteria of the **Conférence des Grandes Écoles**, this program offers a demanding learning experience combining **academic excellence, professional expertise, and practical application**.

The **12-month program**, fully taught in English, combines academic courses, applied projects, and a **4-month professional internship**, enabling students to develop both strong theoretical knowledge and hands-on experience.

The curriculum is structured around **five teaching blocks**, allowing students to progressively develop their skills:

- Develop and implement an innovative and responsible strategic vision in a changing environment
- Drive and evaluate sustainable performance
- Promote ethical management and foster the development of individual and collective capabilities
- Lead the design and performance of value creation models in the luxury industry within uncertain and rapidly evolving environments
- Demonstrate critical thinking

Throughout the program, students benefit from **interactive teaching methods**, including case studies, workshops, and hands-on projects. Field experiences and applied projects also strengthen their immersion in the professional world.

Upon completion of the program, graduates acquire the skills needed to thrive in demanding

international environments and contribute to the sustainable transformation of organizations.

MSC - MASTER OF SCIENCE IN 2 YEARS

Year 1 – Building strong foundations in management and strategy

During the first year, students acquire a solid foundation in general management and strategic thinking, essential for making informed decisions in complex and constantly evolving environments.

The objective is to train future managers and decision-makers with a responsible, analytical, and international mindset. This first year provides the intellectual and methodological foundations needed to succeed in advanced MSc specialization programs.

A **professional internship or consulting project** completes the first year.

Year 2 – MSc specialization with applied expertise

Our MSc programs are structured around **five teaching blocks**, spread over 12 months and representing approximately **460 hours of in-person classes**.

Courses are delivered by experienced faculty members and industry professionals, using **innovative teaching methods** and real-world case studies.

Key learning areas

- Develop and implement an innovative and responsible strategic vision in a changing environment
- Drive and evaluate sustainable performance
- Promote ethical management and foster the development of individual and collective capabilities
- Lead the design and performance of value creation models in the luxury industry within uncertain and rapidly evolving environments
- Demonstrate critical thinking

A **minimum 4-month professional internship** completes the second year.

ADMISSIONS & CONTACT

ADMISSION PROCESS

Applicants must:

- Be currently completing or have already obtained a **four-year degree** (equivalent to **240 ECTS credits**) in France or abroad.

Applications will be reviewed once all required documents have been submitted.

Candidates will also be invited to an **individual online interview in English** as part of the admission process.

Applications are evaluated as follows:

MSc Admission	Weighting
Application file	10
English proficiency	3
Individual interview in English	7
TOTAL	**20**

Native English speakers or candidates who have completed at least **two years of studies in English** are exempt from providing proof of English proficiency.

In this case, applications are evaluated as follows:

MSc Admission	Weighting
Application file	10
Individual interview in English	10
TOTAL	**20**

APPLICATION DOCUMENTS CHECKLIST

Required documents for your application:

- Application form
- Copy of an identity document
- CV and cover letter
- Copy of high school diploma or equivalent qualification
- All diplomas obtained after high school
- All academic transcripts from higher education studies
- Proof of **B2 level of English**, native English speaker status, or two years of full-time studies conducted entirely in English
- Letter of recommendation (professional or academic)
- Application fee

TUITION FEES

Please refer to the tuition fees.

Please note that an **Early Bird tuition fee offer** is available for international students from outside the European Union. A **10% reduction on annual tuition fees** applies if the €3,000 deposit is paid five months before the start of the academic year.

Do you have questions about the Early Bird offer? Contact our team: **join@esdes.fr**

FLYWIRE, A GLOBAL SECURE PAYMENT NETWORK

Flywire is trusted by millions of students and thousands of institutions worldwide. It is the safest and most convenient way to pay your tuition fees at **Esdes Business School**.



WHY USE FLYWIRE?

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Our international recruitment team will get back to you as soon as possible.

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