

**APPLY NOW**

**POLIMI GRADUATE SCHOOL OF MANAGEMENT**

# **LUXURY BRAND MANAGEMENT**

## ***The Italian Excellence***

### **MBA Study Tour**

Bucharest Business School, October 2022, 20<sup>th</sup> – 22<sup>nd</sup>

## **3•DAY Full•Experience, Italy**



**Bucharest  
Business  
School**

office@bbs.ase.ro  
+40 724 55 80 90/+40 722 16 13 27  
www.bbs-executive.ase.ro



# 3-DAY Full-Experience

	Day 1 – October 20 <sup>th</sup>	Day 2 – October 21 <sup>st</sup>	Day 3 – October 22 <sup>nd</sup>
MORNING	WELCOME & LECTURE on the Evolution of Retail in Luxury Eugenia di Munzio	LECTURE on Brand Strategy for Luxury Food and Wine by Lelio Mondella	LECTURE on Luxury Brands: the Watch Industry + Guest Speaker Prof. Alessandro Brun
AFTERNOON	FASHION STORE VISIT (Ex: Bulgari, Zegna, Moleskine) (one of them TBC later)	WINE/FOOD STORE VISIT (ex. Campari, Cova, Peck) (one of them TBC later)	DEBRIEFING & CLOSING CEREMONY Prof. Alessandro Brun
Evening	WELCOME APERITIVO FREE TIME	FREE TIME	FREE TIME

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## LECTURE CONTENT – DAY 1

The evolution of retail in Luxury  
*Eugenia di Muzio*

### CONTENTS

- The new trends of retails
- Enabling technologies
- New shopping experience

### CASE STUDIES

- Luxury Shoe Business Industry
- Business Model, Production, Supply Chain and Distribution examples of the Italian excellence



## LECTURE CONTENT – DAY 2

Brand Strategy for Luxury Food & Wine  
*Lelio Mondella*

### CONTENTS

- Luxury food & wine definition
- Understanding the drivers of excellence and critical success factor of this niche market.
- Evolution of Luxury market after Covid-19
- Brand Positioning and Promoting
- Brand Awareness growth and Brand Architecture
- Storytelling and Brand Values
- Branded vs Not Branded: how to manage?
- Innovation and Contamination as key factor to create and boost competitiveness



## LECTURE CONTENT – DAY 3

Luxury Brand: the Watch Industry  
*Alessandro Brun & Guest Speaker*

### CONTENTS

- Presentation of Watch Industry
- Trends and Challenges of the luxury segment

### CASE STUDIES

- The BA111OD case study



## Speaker



***Alessandro Brun*** – *Director of the programme*

Full Professor of Quality and Supply Chain Management, Director of Global Executive Master of Luxury Management (GEMLux). Active researcher and teacher on Quality Management and Supply Management, with a particular focus on industries such as luxury goods, sport business management, food processing and distribution. President of the ALIG association, Vice president at UNITECH international society, member of the organizing committee of the International Conference “Management and Engineering”, founder and artistic director of MASQUE Milano, referees for International Journals in the fields of Operations and Quality Management, founder of the “Circolo Six Sigma”.



## Speaker



### ***Eugenia Di Muzio***

- Worldwide Commercial Director (Retail, Wholesale, Franchising and E-commerce)
- President Rene Caovilla US Corp
- Director Rene Caovilla Asia Limited
- Retail Manager Europe, Brazil, South America and India
- Worldwide Business Development Manager
- Travel Retail Manager



## Speaker



### ***Lelio Mondella***

Born in 1970, with a Bachelor degree in Food economics and sustainable agriculture, attended an MBA in 1999 at SDA Bocconi. With more than 25 years of experience in FMCG and Luxury food management as Executive manager and GM-CEO of Italian and multinational companies including Calvisius Caviar and COVA MONTENAPOLÉONE-LVMH group and DOMORI premium chocolate.



# SCHOOL OF MANAGEMENT



**124**  
CORE FACULTY  
MEMBERS



**50**  
ADJUNCT  
PROFESSORS



OVER  
**180**  
EXECUTIVE COURSES  
AND SEMINARS



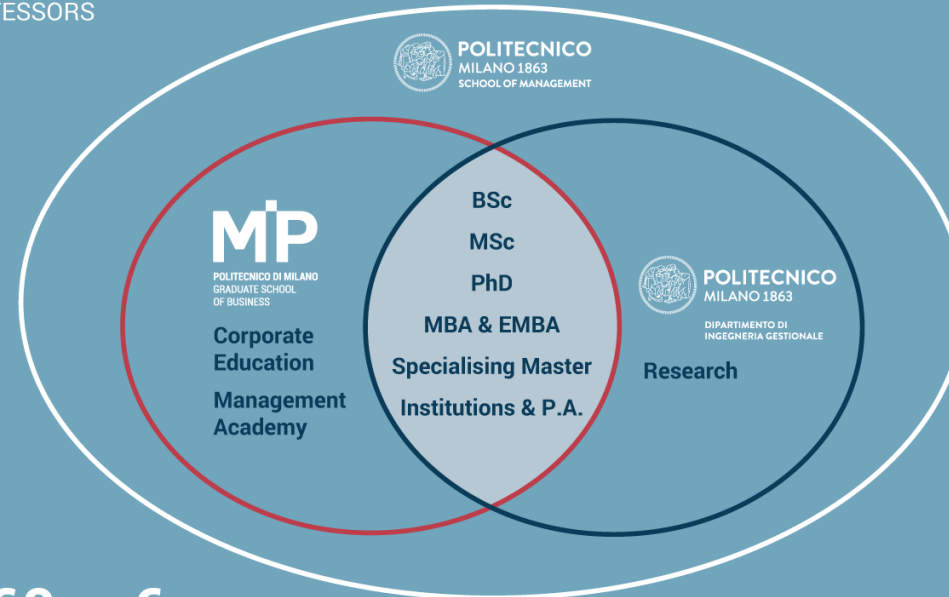
**75**  
EXTENDED  
FACULTY MEMBERS



**30**  
DEGREE  
PROGRAMMES



OVER  
**6,000**  
STUDENTS  
IN DEGREE  
PROGRAMMES



**25%**  
INTERNATIONAL  
STUDENTS



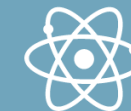
**12,000m<sup>2</sup>**  
IN THE BOVISA  
CAMPUS



**174**  
NON-TEACHING  
STAFF



**~60mio €**  
TOTAL BUDGET



OVER  
**1,500**  
SCIENTIFIC CONTRIBUTIONS  
IN THE LAST FIVE YEARS

## AFFILIATIONS, ACCREDITATIONS, RANKINGS



Online MBA Ranking 2021  
Executive Education Ranking 2020  
European Business School Ranking 2020  
Master in Management Ranking 2020

