

# MSc FASHION AND LUXURY BUSINESS CREATION



**YORK ST JOHN UNIVERSITY'S NEW LONDON CAMPUS**

**Critique. Create. Establish.**

Starting any business takes tenacity, endurance and dedication. In the hyper-competitive world of fashion it is essential to make your business stand out. With the world as your client base there is so much scope to sell your ideas. Sharing our business acumen helps you harness the creativity required to set up a successful and sustainable business.



**COLLEGE  
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## About the course.

You know what's hot and what's not. The latest brand, colour or trend of the moment could be gone tomorrow. A career in the fast-paced world of fashion and luxury is more exciting than ever and as the heart of this thriving industry, London is the perfect place to be. We want to help you to make your mark on the fashion landscape.

You will develop an in-depth and critical understanding of the dimensions, processes and opportunities involved in the inception of a new fashion or luxury business. We will also teach you about the challenges of fashion and luxury business creation, particularly focusing on the opportunities within today's digitally-focused and globally interlinked markets.

You will explore best practice in exciting areas of study including generating ideas for new ventures, where your creativity will be pushed and explored. You will develop a clear understanding of legal establishment and protection for your products – essential to any creative business in today's digital world. We will also explore business funding and planning, both of which are key to getting a business successfully off the ground.

We will guide you through both research and practice-based activities to evolve your own creative thinking. You will have the creative autonomy to research, develop and explore in a stimulating interdisciplinary environment. You will also benefit from our industry connections and extensive expertise in the fashion and luxury sector.

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## Modules.

- Developing a Strategic Business Proposition and Plan (15 credits)
- Marketing and Brand Strategy for New Businesses (15 credits)
- Devising a Product and/or Service and Distribution (15 credits)
- Global Trends and Developments in Luxury (15 credits)
- Industry Experience (15 credits)
- Establishing a Financial Framework (15 credits)
- Global Fashion Brands and Omnichannel Communications (15 credits)
- Management in Fashion and Luxury (15 credits)
- Business Creation Capstone Project (60 credits)

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## Entry requirements.

Applicants will normally have a minimum of a 2:2 Honours degree in a related discipline, but consideration may be given to applicants with a 2:2 Honours degree in any subject, as long as they have completed relevant work experience or can demonstrate strong insight into the area of study.

Students whose first language is not English will be required to achieve IELTS 6 or above with no less than Band 6 in any area, or equivalent.