



UNIVERSITÀ
CATTOLICA
del Sacro Cuore

Luxury Business Insights

PROF. NAME: SIMONETTA NICOLOSI

Area of study:	Fashion and Design
Area Code:	IB/CM310
Method of Instruction:	In-person

Description

This course offers an in-depth exploration of the strategic frameworks and operational dynamics that define luxury brands. Students will analyze the competitive landscape and foundational principles essential for establishing and developing a business with a luxury positioning. Key managerial themes—including pricing strategies, distribution channels, digital transformation, and omnichannel engagement—will be examined to equip students with the insights needed to thrive in the global luxury marketplace.

Course objectives can be synthesized as follows:

- Understand Luxury Positioning: Develop a nuanced comprehension of luxury brand positioning within a globalized business environment.
- Analyze Competitive Forces: Identify and evaluate the competitive dynamics shaping the luxury sector.
- Master Management Strategies: Apply core strategies for managing and expanding a luxury brand.
- Explore Emerging Trends: Investigate the challenges and future trends influencing the luxury industry.

COURSE CONTENTS

The course will cover the following topics:

- Market Context: Examination of key players and regional dynamics within the luxury sector.
- Strategic Design: Development of a luxury brand mindset, encompassing startup strategies and brand evolution.
- Execution & Management: Core principles for effective luxury brand management.
- Future Outlook: Strategies for navigating digitalization and global expansion in the luxury industry.

PREREQUISITES

While no prior knowledge of luxury management is required, a foundation in general management is helpful.

METHOD OF TEACHING

The course integrates traditional lectures with interactive sessions, case studies, and field-based learning experiences—leveraging the rich luxury ecosystem of our host city.

COURSE REQUIREMENTS



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Attendance & Participation: Consistent attendance and active engagement are mandatory.

In-class Team Work: each student will collaborate in teams on in-class activities, applying concepts to practical scenarios.

Team Assignments & Presentations: A team-based assignments, with in-class presentations, constitute a component of the final grade.

Final Individual Exam: A written exam will complete the course assessment.

CREDITS

6 ECTS

GRADING

Attendance & Participation:	15% of final grade
In-Class Team Work:	15% of final grade
Team Assignment & Presentation:	35% of final grade
Final exam:	35% of final grade

COURSE READINGS AND MATERIALS

Course materials, including lecture slides, readings, and case studies, will be accessible via Blackboard.

Recommended readings include:

- *The Luxury Strategy* by J.N. Kapferer and V. Bastien
- *The Social media marketing* by P. Kotler, S. Hollensen and M.O. Opresnik

INSTRUCTOR BIO

Simonetta Nicolosi is an entrepreneur and jewelry designer with a degree from Bocconi University in Milan and specialized training in Jewelry Design through the Design del Gioiello (DDG) program at Polidesign, Milan.

Her international experience as the founder of her jewelry brand, may mOma, which primarily targets the Chinese market, has honed her strategic capabilities. Simonetta has designed jewelry for the Damiani Group and worked as a freelance designer for other prestigious jewelry brands, overseeing Creative Direction and Product Development. Her expertise spans the entire creative process, from concept ideation to final prototypes, supported by her proficiency in trend research and forecasting.

Simultaneously, Simonetta developed skills in marketing, communication, and public relations during her tenure as Head of Communication for an Italian company. Since 2011, she has shared her knowledge through teaching engagements at universities in Milan. Notably, her collaboration with SDA Bocconi includes teaching in the Master in Fashion, Experience & Design Management (MAFED) program.

In 2024, Simonetta expanded her teaching portfolio by leading the "Jewelry Management" course at Bocconi Summer School and Milano Fashion Institute. She developed and delivered a comprehensive curriculum addressing all facets of jewelry industry management, combining theoretical instruction with practical exercises and case studies, and evaluating students through exams, projects, and presentations.

Since 2017, Simonetta has been a member of the jury for Mittelmoda, an internationally renowned fashion competition for emerging fashion designers and students from art and design institutions worldwide.

E-MAIL ADDRESS

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