Chanel

Marketing Management Project

French luxury brand

Founded in 1910 by Coco Chanel, Chanel has always sought to establish the image of the modern independent woman. Known for its elegant, simple and exquisite designs, Chanel prides itself on its evolutionary clothes, jewellery, accessories, cosmetics, skin care products and perfumes. In 2019, Chanel was 22nd on Interbrand's 'Top 100 Global Brands'.

Position Description

Fashion Marketing is focused on building public brand image and awareness. During the project, you will support and manage marketing, merchandising and retailing of fashion products. You will get to analyse data, exercise critical thinking and flexibility when organising planning and promoting the fashion business.

1. Understand and gain familiarity with the current and developing situation of the luxury good industry.
2. Learn internal control, common best practices, common best practices adopted by the top luxury fashion companies.
3. Assist in the research for formulation of current geographic market expansion strategy.
4. Assist in data collection, market strategy and competitor analysis.

Project Information

This is a 4-week project focused on product management and data analysis practices of top luxury fashion industries. Problem solving and communication skills will be needed.

Your mentor has vast years of professional experience working for various world-renowned luxury goods and fast fashion companies. He specialises in marketing research alongside fashion trends and business analysis.

You will get to work alongside your mentor to deal with real day-to-day business situations and solve critical needs.

Project Outline

Week 1 : Orientation
Week 2 : Consumer research, engagement and relationship management
Week 3 : Product management and research
Week 4 : Summary report

Weekly Assignments will be given to test on candidate learning and take-away.

*SGD 3800

For more information, please visit : https://www.ch-burgeon.org/
Please reach out to **enquiry@ch-burgeon.org** for any queries.

Scan QR to apply