

Brand Design & Luxury Experience

 Degree: Master of Science (MSc) Level 7	 Course start date: April 2027	 Language of instruction: English
 Duration: 13 months	 Eligibility: 4 years of study in design, architecture, communication, marketing, or a related field.	 Study format: Full-time study with a mandatory internship
 Credits: 90 ECTS	 Location: Paris & Shanghai	 Tuition fees: € €18 000

Exploring the challenges of international luxury design

Preparing international students for high-level careers in global luxury markets through specialized professional training and creative excellence.



An intercultural experience with a project based philosophy.

This MSc aims to train professionals with a strong capacity to address the challenges of a rapidly evolving sector.

Artificial intelligence, environmental issues and new consumer behaviours are transforming the entire industry.

More than ever, luxury companies need to combine brand strategy and creativity to design immersive, responsible experiences that meet the evolving expectations of international customers, including their desire for authenticity, personalization, immersive technologies (virtual and augmented reality, etc.) and brands' commitment to environmental sustainability.

Why choose the MSc Brand Design & Luxury Experience?

- › Gain expertise in **brand and experience design for luxury**
- › Earn a **recognized degree** from an international design school with over 2,000 students worldwide
- › Immerse yourself in **Paris and Shanghai**, two exceptional creative capitals
- › Strengthen your profile through a **4-month international internship**
- › Access the **network of Marie Claire**, a pioneering French media group

Program

Courses	Location	Duration	ECTS
1 – Brand Design Foundation Courses	Paris	4 months, April to July 247 hours	30
2 – Brand Design for the Quiet Luxury			
3 – Industry Focus & Application Project			
4 – Anthropology of Luxury in China	Shanghai	4 months, August to December 225 hours	30
5 – Chinese Business & Experience Strategy			
6 – Group Business Project			
7 – Mandarin & Immersion	Any location	4 months, January to April	20
8 – Internship or professional project			
9 – Thesis & final defence	Paris	May	10

Paris & Shanghai: two iconic cities, two approaches to luxury.

This program offers a unique learning environment between Paris and Shanghai, two major creative capitals. **Students will refine their strategic vision**, master the codes of luxury and strengthen their capacity for innovation through immersion and professional encounters.

They will learn to craft **powerful brand narratives** that bridge European heritage and Asian dynamism, while developing a nuanced understanding of both cultures.

- › Paris: a unique heritage and a symbol of quiet luxury
- › Shanghai: a strategic hub for international luxury brands

How to apply?

Applications for the 2027-2028 academic year will open in October 2026.

Selection process

1. Online application and payment of the application fee (€50);
2. Upload all required application documents;
3. Application review and online interview if your application is accepted;
4. Admission results are communicated by email within 48 hours after the interview

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