

Professional Certificate in Strategic Management of Luxury Brands (Advanced)

## Why the Global Market is Paying a Premium for This Skill Set

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Source: McKinsey Global Institute, World Economic Forum, OECD (2026)

Trend Driver | Why It Matters | Global Source

Rising Middle Class | The growing middle class in emerging economies is driving demand for luxury goods, creating a need for professionals who can manage these brands effectively | McKinsey Global Institute

Digital Transformation | The shift to online channels is changing the way luxury brands interact with customers, requiring professionals with expertise in digital marketing and e-commerce | World Economic Forum

Sustainability and Social Responsibility | Consumers are increasingly expecting luxury brands to prioritize sustainability and social responsibility, making it essential for professionals to have skills in these areas | OECD

Globalization and Market Expansion | The luxury market is becoming increasingly global, with brands expanding into new markets and requiring professionals who can navigate complex cultural and regulatory environments | IMF