

<b>Module code</b>	LBM402	<b>Level</b>	4
<b>Module title</b>	History and Perspectives of Luxury	<b>Credit value</b>	20
<b>Common/Core/ Elective</b>	Core	<b>ECTS Credits</b>	10
		<b>Notional learning hours</b>	200
<b>Courses on which the module is taught</b>	BA (Hons) Business and Luxury Brand Management	<b>Teaching Period</b>	Spring

## 1. Module description

Luxury is an applied concept, deriving from ancient cultures. Still growing, it represents a global industry worth of billions. This module will introduce you to the world of luxury, developing a critical understanding of the sector.

Grounded in heritage, luxury strives for excellence both in terms of creativity and performance. This creates timeless and innovative outcomes determined by the artisan's (or brand's) DNA. By exploring research and applying theory, you'll develop new perspectives on luxury and its variations across cultures and markets.

It's the aspiration, the desire, the promise of a dream associated with luxury, which attract the fascination of audiences and the imitation from other markets. Through knowledge and appreciation, you'll distinguish between luxury, premium and mass markets.

It has also been synonymous with privilege, prestige, waste and vanity. This module will explore history to reflect on luxury's effect on people and the environment. It is the complex nature of luxury, its fabrication of culture and its social significances that make it such an interesting topic of study.

## 2. Learning outcomes

*Upon successful completion of this module you will be able to:*

### **Communication (MLO 05)**

Communicate your arguments/reasoning on luxury from any global perspective within familiar and well-defined contexts.

### **Discipline Knowledge (MLO 07)**

Explain theories, concepts and frameworks, relevant to luxury brand management practice.

### **Interdisciplinary Perspectives (MLO 09)**

Identify and contrast historical luxury perspectives across different sectors in given scenarios.

### **Human and Environmental Impact (MLO 10)**

Explore the impact of luxury on people and on the environment.

## 3. Learning and teaching methods

Teaching will introduce students to luxury terminology, definitions and historical sources to communicate the concept of luxury on a multicultural level.

Workshops will support students' development of critical thinking on ethical issues and how luxury practices impact people and the environment. The module is designed to be a student-focused and student-led learning experience. You will be given the opportunity to explore theoretical and practical frameworks and apply them in the contexts of luxury brand management practice. Each week you will engage in a variety of activities that enable you to both gather research and apply your findings to a practice-based scenario in class. You will acquire new information, share your ideas and perspectives, participate in discussions, collaborate with your peers and reflect on your learning.

Experiential learning will take place through field trips to historical London venues, such as The Victoria & Albert Museum, The British Museum, The Wallace Collection and The British Library.

Learning hours	
<b>Directed learning</b>	<b>48 Hours</b>
Workshops/classes	48
<b>Guided/Self-guided learning</b>	<b>152 Hours</b>
<b>Total</b>	<b>200 Hours</b>

#### 4. Assessment, formative feedback and relative weightings

##### Assessment 1: Report

**Weight: 100%**

**Word Count: 2,500 words**

You should study a luxury product and produce a report on its creation, evolution and significance. You should reference the theory and history of luxury, as well as conducting industry research to map the life of the luxury product through time, different cultures and disciplines. You will reflect on the product's impact on society and the environment, providing critical discussion of its purpose, production, use and marketing strategies.

This summative assessment will be preceded by an opportunity of formative assessment accompanied by formative feedback.

#### Mapping of assessment tasks for the module

Assessment tasks	MLO5	MLO7	MLO9	MLO10
Report	x	X	x	X

#### 5. Indicative resources

Rambourg (2020) Future Luxe: What's ahead for the Business of Luxury, Figure 1 Publishing

Luxury: A rich history, 2016, by MCNEIL Peter and RIELLO Giorgio

On Luxury: A cautionary tale, a short history of the perils of excess from ancient times to the beginning of the modern era, 2012, by ADAMS William Howard

History of International Fashion, 2014, by GRUMBACH Didier

Paris: Life and Luxury in the 18<sup>th</sup> Century, 2011, by DREMÉR-DAVID Charissa

Luxury Fashion: A Global History of Heritage Brands, 2013, by COX Caroline

Luxury: A History, 2011, by SPALDIN Jill