

<b>Module code</b>	<b>LBM736</b>	<b>Level</b>	<b>7</b>
<b>Module title</b>	<b>Contextual and Conceptual Frameworks for Luxury</b>		
<b>Status</b>	Core		
<b>Teaching Period</b>	Autumn		
<b>Courses on which the module is taught</b>	Luxury Brand Management		
<b>Prerequisite modules</b>	N/A		
<b>Notional learning hours</b>	200	<b>Credit value</b>	20
		<b>ECTS Credits</b>	10
<b>Field trips?</b>	NO		
<b>Additional costs</b>	NO		
<b>Content notes</b>	NO		

## 1. Module Description

With the intention to develop deep knowledge and understanding of the concept of luxury, a retrospective journey from its evolution to current and future expressions is undertaken in this module.

The objective is to empower you to develop your own conceptual framework to define and question the notion and philosophy of luxury, and the implications for associated goods, services, and experiences.

We will cover topics such as historical and cultural developments, practices and movements related to Luxury, and critically evaluate how technological, economic, ecological, social, and aesthetic factors influence luxury business practices. Gaining knowledge and understanding of semiotics, trend analysis and branding; you will be better equipped to forecast, predict, and prepare for contemporary issues and challenges.

## 2. Learning outcomes

Upon successful completion of this module the students will be able to:

### Communication (MLO5)

Communicate persuasively both orally and in writing through the development and delivery of a visual presentation and report.

### Discipline Knowledge (MLO7)

Critique and synthesise theories, concepts, and facts at the forefront of Luxury studies relevant to the task.

### Interdisciplinary Perspectives (MLO9)

Integrate different disciplinary approaches in proposing insights into a multifaceted, complex visual analysis of a luxury brand.

### 3. Learning and teaching methods, and reasonable adjustments

The module takes an experiential learning approach where you will engage in learning in an open and collaborative environment designed to develop your knowledge and understanding of the philosophy and evolution of the Luxury concept from a variety of cultural and historical lenses. Your personal perspective and curiosity for the topic are encouraged through observation, hands-on experience, group debates and question and answer sessions. You will work alongside your peers and collaborate to analyse the complexities of luxury genre over time, culminating in a persuasive visual presentation. Drawing upon the knowledge you develop throughout the term you will be able to critically appraise a variety of materials that will allow you to make informed decisions and recommendations.

<b>Learning hours</b>			<b>200</b>
<b>Directed learning</b>			<b>48</b>
Workshops/ classes/ seminars/ lead events	Supervision	Studio time	Other
48			
<b>Guided/Self-guided learning</b>			<b>152</b>

Reasonable adjustments will depend on a Student Support Agreement and will acknowledge accrediting body requirements. In urgent or serious situations, reasonable adjustments might be required before the Student Wellbeing & Disability Team has been able to complete a full assessment. This will usually be where a student has a severe or urgent condition and either communicates this condition to a member of staff or their behaviour is suggestive of an adjustment need. Staff may put temporary reasonable adjustments in place to support the student. These adjustments must then be promptly communicated to the Student Wellbeing & Disability Team by the staff member who made the temporary adjustments. The Student Wellbeing & Disability team will capture and confirm appropriate reasonable adjustments (which may include changing the temporary adjustments, adding in other adjustments and outlining the period of time for which they apply) in a Student Support Agreement ('SSA').

### 4. Assessment and weighting, reasonable adjustment and feedback

#### Assignment 1 – Report (100%)

You will select a luxury brand and critically analyse their journey through time by identifying how they have and are evolving in response to philosophical, societal, ecological, and cultural change, and how this is manifested in the semiotics of their brand assets

**7. Mapping of assessment tasks for the module**

Assessment tasks	Learning Outcomes		
	ML05	ML07	ML09
Summative Assessment - Individual report	X	X	X

**8. Key reading**

Adams, W.H. (2012). On Luxury, US: Potomac Books.

Berg, M. and Eger, E. (2007). Luxury in the Eighteenth Century: Debates, Desires and Delectable Goods. UK: Palgrave Schol.

Berg, M. (2007). Luxury and Pleasure in Eighteenth-Century Britain. UK: OUP Oxford.

Berg, M., Gottman, F., Hodacs, H. and Nierstrasz, C. (2015). Goods from The East, 1600-1800. Trading Eurasia. UK: Palgrave MacMillan.

Berry, C. (1994). The Idea of Luxury. UK: Cambridge UP.

Bourdieu, P. (2010). Distinction: a social critique of the judgement of taste, UK: Routledge.

Kapferer, J.N., (2012). 'Abundant Rarity: The Key to Luxury Growth', Business Horizons, Vol. 55, pp. 453-462.

Mason, R. (1981). Conspicuous Consumption. NY: St Martin's Press.

McNeil, P., Riello, G. (2016). Luxury: a Rich History. UK: Oxford University Press.

Samson, E. (2019) The Lens, the Mirror and the Frame: Glasses, Good Taste and the Material Culture of Looking in Luxury: History, Culture and Consumption. UK: Taylor and Francis.

Simonton, D. (2014). Luxury and Gender in European Towns, 1700-1914. UK: Routledge.

Solomon, M. R. and Mrad, M. (2022). Fashion and luxury Marketing. UK: Sage.

Studente, S. and Cattaneo, E. eds., (2023). Contemporary Issues in Luxury Brand Management. UK: Taylor and Francis.

Thomas, D. (2007). Deluxe: How Luxury Lost its Lustre. UK: Penguin Press.

Veblen, T. (2005). Conspicuous Consumption. UK: OUP Oxford.