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## Master in Design & Marketing of Luxury Goods Scholarship Competition, Domus Academy, Italy

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**Domus Academy** and **Park Hyatt Milano** are proud to launch  
**The New Luxury Traveller**

*Park Hyatt and the challenge of attracting the new luxury consumers*

**Master in Design & Marketing of Luxury Goods – September 2013**

**DA :: Domus Academy** No longer is luxury defined only by the status, expense, prestige, recognition or distinction of a brand, but rather by the significance it brings to a person's life. Affluent consumers are redefining the value of an affluent lifestyle around a mindset focused on their personal perspective of "worth."

The new luxury consumers are using their knowledge to seek out the best – rather than the most expensive. They are looking for "earned" personal indulgences that have been ignoring the price-tag. The discovery of pleasure in simple things is emerging as a luxury premium.

### **Brief**

The candidates will analyse the current positioning of Park Hyatt Milano among luxury hotels, [its](#) brand DN A and its distinctive values. They will then identify and describe what could be the new luxury customers' expectations in their respective markets and suggest 3 possible marketing pillars Park Hyatt Milano should focus on to increase its desirability among new luxury consumers.

### **Audience**

The [competition](#) addresses to graduates in creative disciplines willing to acquire marketing and business [management](#) skills as well as business and [social sciences](#) graduates who wish to deepen their knowledge of the luxury sector. All applicants should have a strong motivation towards the luxury environment.

### **Jury**

Projects will be selected and evaluated by the Faculty of the Master in Marketing of Luxury Goods, Domus Academy.

### **Materials Required**

- Written description of the project: maximum 3 A4 pages or a 10-slides Power-Point presentation (including images);
- Curriculum vitae of the participant in A4 format (max 1 page) in .PDF digital file.
- Statement of purpose in A4 format (max 5 lines) in .PDF digital file.
- Domus Academy application form\*.

The candidates are asked to send their materials in one sole file in .PDF format.  
Any further attached material will be considered a plus and will be evaluated by the jury.  
\* Application fee is waived for competition participants.

### **Prizes**

- One scholarship covering 70% of the total tuition fee of the Master Program.
- One scholarship covering 50% of the total tuition fee of the Master Program.
- One scholarship covering 30% of the total tuition fee of the Master Program.

**Deadline**

The works must be mailed to Domus Academy by and not later than **3rd May 2013**.

Candidates will be informed about the results of the competition by e-mail on **17th May 2013**.

**Entry Delivery**

Projects in digital format must be sent to the following e-mail address: *competitions@domusacademy.it*

Paper works must be sent to:

**Domus Academy**

The New Luxury Traveller Competition

Master Program in Marketing of Luxury Goods

Via Carlo Darwin, 20

20143 Milan – Italy

**Master Program Description**

Nowadays, luxury brands require a new breed of managers, capable to manage both business and creative imperatives, and talent. The goal of the program is to help participants to develop a global vision of the luxury and some solid marketing & managerial abilities combined with the capacity to dialog with innovation & creativity.

The Master is focusing on the Luxury industry in a transversal way from Fashion & Accessories, to Watches & Jewelry, Fragrances & Cosmetics, Design, Luxury Food, Luxury Wine & Spirits, Luxury [Hospitality](#), etc.

**Eligibility**

Candidates holding a first-level academic diploma or BA degree, or about to [graduate](#) within the academic year 2012/13 and with a knowledge of the English language ([IELTS](#) 5.0 academic or equivalent certificate minimum).

**Property Rights**

Every moral or paternity right as to the project remains property of the author. The projects sent to Domus Academy will not be returned. All the material must be the result of an unpublished work developed by the candidate, not to be used by the candidate in other or previous occasions.

For more information please visit our website: <http://scholarshipsbank.com/master-in-design-marketing-of-luxury-goods-scholarship-competition-domus-academy-italy/>

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