

EDUCATION

## NYU Stern to offer Luxury & Fashion MBA for May 2018

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*NYU Stern School of Business; Image courtesy of NYU*

By STAFF REPORTS

New York University's Stern School of Business will soon offer graduate students a specialized MBA program geared toward business careers in the fashion and luxury sector.

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Stern's Fashion & Luxury MBA will offer students courses that will build applicable knowledge and relevant real-world experience. Structured in four components, students will take business-focused and core fashion and luxury classes in addition to experiential learning projects with partner organizations and electives to receive their MBA in one year.

### Luxury learning

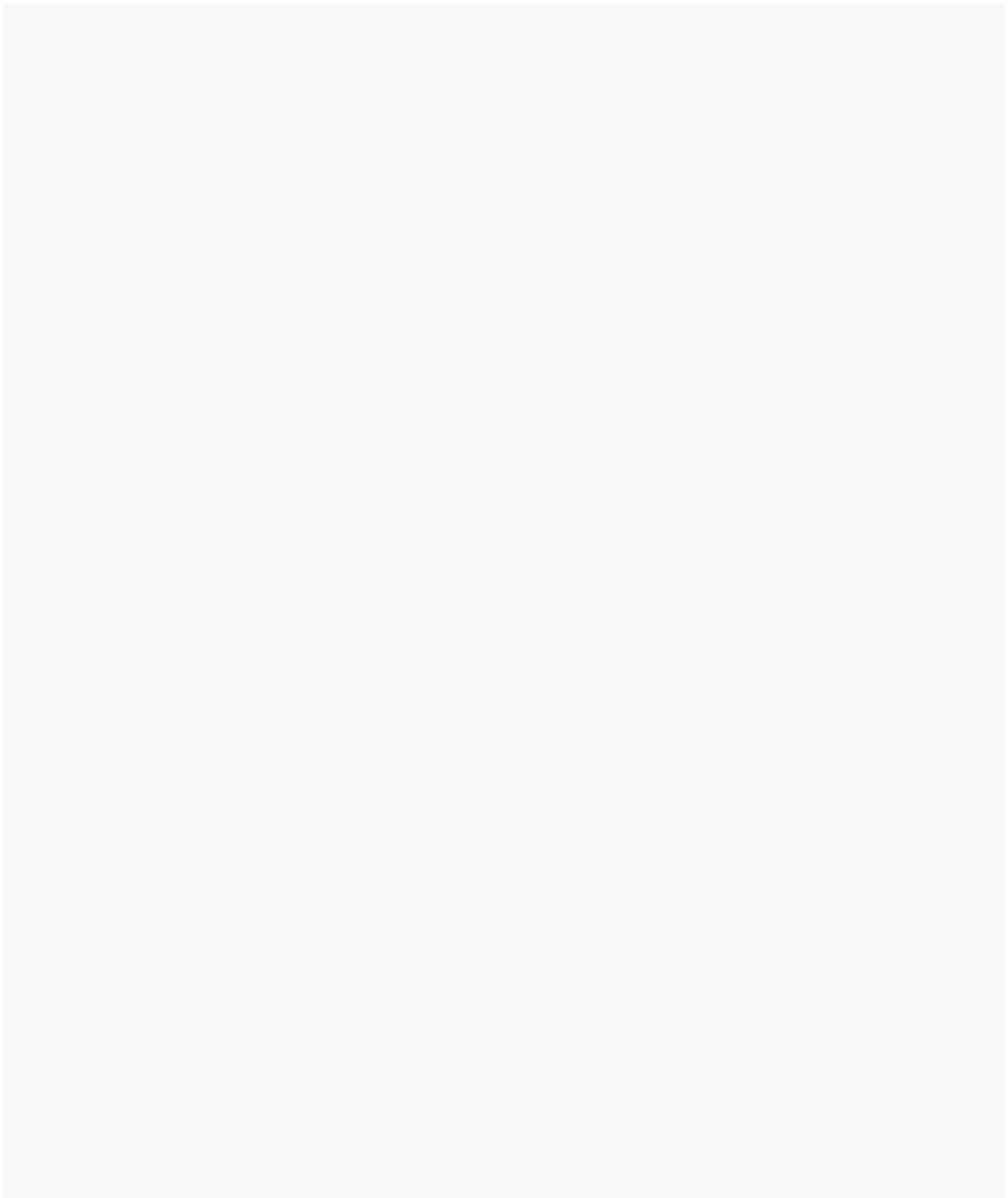
The focused MBA in Fashion & Luxury is part of NYU Stern's experiential learning objective. Branded "Stern Solutions," the MBA program incorporates real-world business projects at the core of its curriculum.

Inaugural classes for the Fashion & Luxury MBA will begin in May 2018. Students will be required to take 51 credits over 12 months' time, earning their MBA in a year.

NYU Stern is the first United States-based business school to offer a Fashion & Luxury MBA program. The university felt that demand for business-educated talent warranted its own program as more luxury brands have added business professionals to their creative ranks, especially in the face of digital disruptors.

The program is geared toward students with an interest in managerial roles in luxury sectors such as apparel and accessories, beauty, jewelry, automotive, fine wines and spirits, real estate, wearable technology and other verticals.

NYU Stern has developed a Stern Fashion Lab, a new central hub for luxury-related projects and networking. Stern Fashion Lab's advisory board includes senior executives from Fashion Culture Design Unconference, Resonance Companies, Ferrara Manufacturing Company, FirstMark Capital, Gilt Groupe and Rebecca Minkoff.



Already welcoming #NYU2021!

A post shared by New York University (@nyuniversity) on Apr 5, 2017 at 12:28pm PDT

A technology track has also been added to NYU Stern's MBA offerings. The Tech MBA follows the same format as the Fashion & Luxury program and includes executives from CitiGroup, Alphabet, BuzzFeed, General Catalyst, Amazon, PayPal, Goldman Sachs, Microsoft and BoxGroup on its advisory board.

"Stern's Tech MBA and Fashion & Luxury MBA are intentionally designed for a specific type of MBA candidate, one with a definitive career focus and a passion for these fields," said Raghu Sundaram, vice dean for MBA programs and online learning at NYU Stern, in a statement.

"These new MBAs provide broad exposure to core business areas with a depth of focus on the specialty area through an efficient schedule, reducing the opportunity cost with a more affordable MBA option," he said.

In the past, NYU Stern MBA programs have worked with a range of companies such as Diane von Furstenberg, MasterCard and HBO, among many others.

There has been a clear need for luxury-focused educational efforts as the sector becomes more competitive and high-tech.

For example, fashion designer Diane von Furstenberg announced she would disseminate insights gleaned from her more than four decades in the industry through an online course.

This summer, Ms. von Furstenberg will host an interactive class on online education platform MasterClass, with coursework centered on building a fashion brand. Making her debut at teaching an online class, Ms. von Furstenberg will focus on both her successes and failures, looking to help up-and-coming brands learn from her experiences ([see story](#)).

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