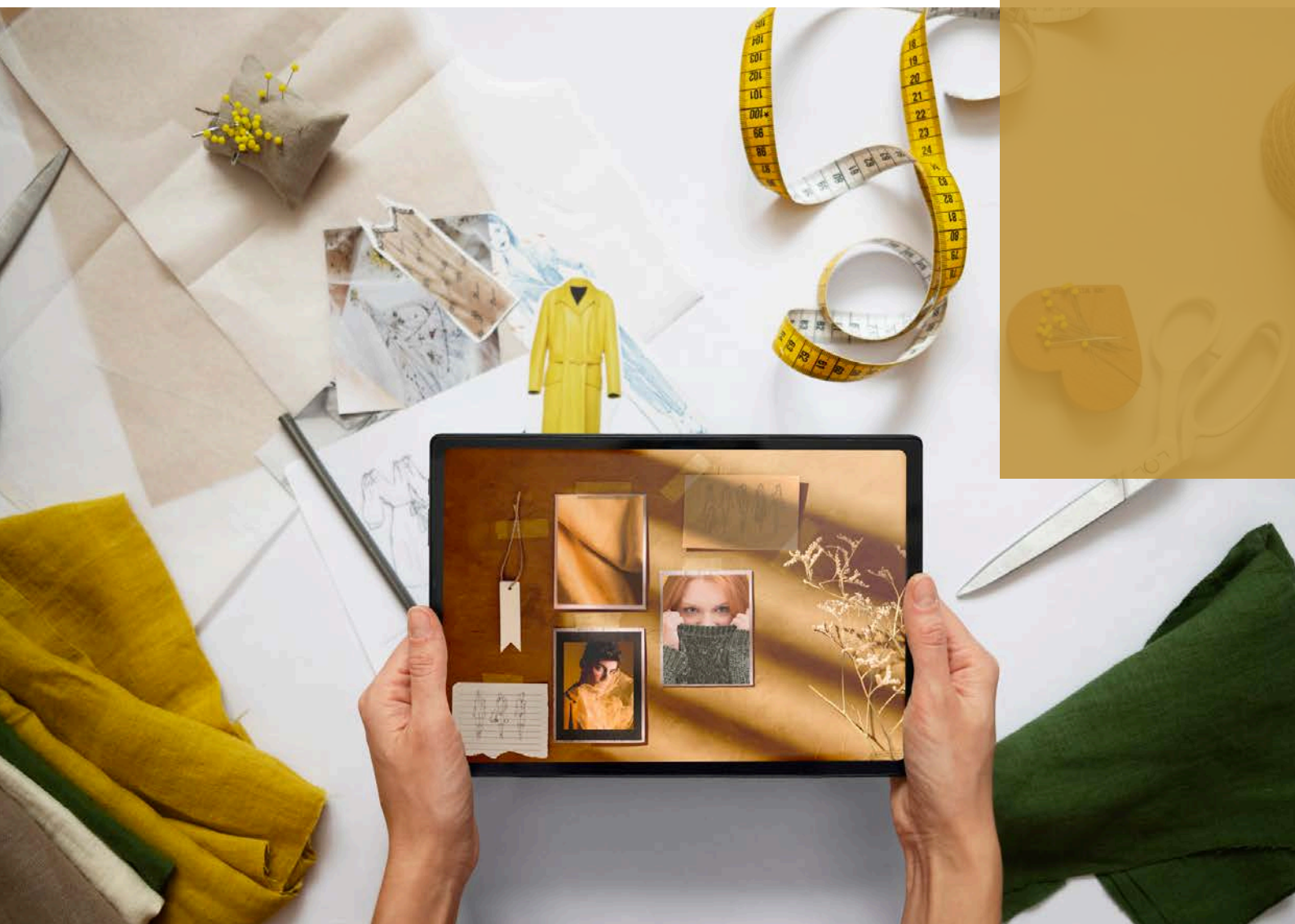


Inside the Fashion & Luxury Industry: Strategy, Trade & Growth

UNDERSTANDING TRENDS, TRADE AND
MARKET DYNAMICS

CERTIFICATE





Mastering Fashion & Luxury Business

Step into the world of fashion and luxury business.

This interactive program equips participants with the skills to navigate trends, distribution channels, and market strategies. Through real-world case studies and role-play exercises, you'll gain the insights and tools to drive sustainable growth in the global fashion industry. There is a solution for every problem — learn to find it.



Who Should Attend

This program is designed for professionals looking to excel in the fashion and luxury industry, including:

- Buyers seeking deeper insights into product selection and distribution.
- Strategists aiming to enhance market positioning and growth.
- Wholesalers and Commercials managing client relationships and sales channels.
- New Business Managers entering or expanding within the fashion and luxury sector.

Learning Objectives

- Expand participants' understanding of luxury and fashion business culture.
- Equip professionals with the knowledge to drive sustainable growth and business development.
- Foster a strategic mindset for navigating the complexities of fashion and luxury markets.
- Enhance awareness of industry trends, consumer behavior, and operational challenges.

Learning Outcomes

By the end of this program, participants will be able to:

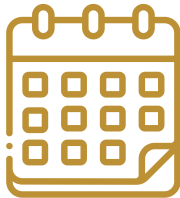
- Master key business development levers across all fashion and luxury distribution channels.
- Identify potential challenges in buying, wholesaling, and market expansion, and implement practical solutions.
- Apply strategic approaches to optimize operations, sales, and market positioning.
- Develop actionable plans for sustainable growth and long-term success in the fashion industry.



Training Sessions

- **Session 1:** Trends, Fashion & Style — understanding influences and identity.
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- **Session 2:** Is Fashion an Art? Fashion within Art and key foundations of Fashion History.
- **Session 3:** The Essential Equation: Product, Press & Sales — how they interconnect.
- **Session 4:** Fashion Business Models — fundamentals, implications, and business creation.
- **Session 5:** Fashion Cycles & Calendars — impact on the industry and related professions.
- **Session 6:** The Six Major Distribution Channels in the Luxury Industry.
- **Session 7:** Brand Positioning — prospecting, market evaluation, distribution rules, and development.
- **Session 8:** OTB (Open-to-Buy) — principles and practical application.
- **Session 9:** Buyers & Wholesalers — interactions, challenges, and role-play exercises.
- **Session 10:** Licensing, Franchising & International Expansion — challenges of fast fashion, the current landscape, and future outlook.

Program Information



DATES

February 11, 13, 18, 20, 25, 27, 2026

March 4, 6, 11, 13, 2026

Duration: 25 hours (10 sessions)

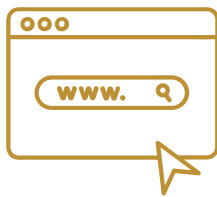


TIMING | MODALITY | LOCATION

Timing: 5:30 - 8:00 pm (Beirut time)

Modality: In-person

Location: The Professional Training Center,
Campus of Innovation and Sports (CIS),
USJ, Beirut.



REGISTRATION

Deadline: February 4, 2026

[Click Here to Register](#)



FEES

\$550

Meet Your Trainer

MR. ABOUDÉ ASSAF



Aboudé Assaf is a fashion and luxury business expert holding a USJ degree in Business Management, along with diplomas in Interior Design and Graphic Arts obtained in Paris in the early 1980s.

He has built an extensive career across Paris and Europe, working with several prestigious companies in various roles, primarily within the fashion and luxury industries.

Aboudé has personally known many iconic designers of the 1980s, including Thierry Mugler, Claude Montana, Jean Paul Gaultier, Azzedine Alaïa, Hervé Léger, and Christian Lacroix. He has also collaborated with leading couture houses such as Lanvin, Jean Patou, Christian Lacroix, Chanel, Yves Saint Laurent, and Dior.

He held senior buying and commercial positions before spending 20 years at Paul Smith Ltd., where he rose to Head of Sales, overseeing operations across 64 countries, managing six international showrooms, and contributing to a global turnover of £489 million (2018 figures).

A passionate collector of vintage Haute Couture garments, Aboudé brings deep cultural insight and strong commercial expertise to the fashion industry.

Contact

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