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IMPROVEMENT OF EDUCATIONAL MARKETING TECHNOLOGIES IN THE LUXURY FASHION INDUSTRY

In today's world, education in the field of marketing technologies related to the luxury fashion industry requires improvement of the educational process for the future elite of this sphere. Since the luxury fashion industry is one of the most dynamic and promising sectors of the business technology world, and the younger generation needs to have both practical and theoretical basis. Let's consider the issues of the standard educational process, the direction of mastering services and the need to improve educational technologies in the luxury fashion industry sector.

One of the ways to improve education in the field of marketing technologies related to the luxury fashion industry is through the use of information and communication technologies (ICT). ICT allows access to relevant information, educational materials and resources through the use of computer programs, the Internet and electronic devices and applications [1].

Recognizing the power of social media as a tool for disseminating information and the importance of open knowledge platforms, projects such as DataFormat are carefully crafted to disseminate data-driven content that sheds light on transformative aspects of fashion.

Starting in May 2022, DataFormat developed a monthly editorial plan in collaboration with the Fashion Research Laboratory of the Milan Polytechnic Institute. The laboratory is engaged in research, applied projects, and knowledge transfer to support and promote the sustainable development of fashion and the cultural and creative industries in the luxury segment. During each month, the company chose a different artist to interpret the data provided by FiP with a completely personal and innovative approach.Fashion In Process Research Lab Note Introduction Fashion in Process (FiP) is an interdisciplinary research lab at the Faculty of Design of the Politecnico di Milano. FiP focuses on innovation for culture-

intensive industries, combining technology and humanities through a design-oriented approach.

The result is a column that embodies diversity and uniqueness, with each component linked by interconnected themes. We also delved into important topics such as sustainability, trends, retail and commerce analysis, branding and marketing, as well as explored the broader macro sphere and digital life in the Luxury segment. In Luxury, we explored the dynamic intersections of technology and innovation, influencer marketing, and Generation Z's approach to fashion and luxury [2].

An internship at a well-known German company, a semester in Milan, or a thesis at a famous fashion house in Paris - this is what the bachelor's program in International Management with in-depth study of luxury goods, fashion, and brands at the Nuremberg branch of the French business school ICN looks like. However, while luxury brand managers have been trained in France for quite some time, in Germany, the relevant offers have appeared only in recent years. The Munich Business School was a pioneer. The course Luxury Business Management is offered here as a specialization of the master's program International Business. "The crisis has not hindered the luxury market at all," says Andre Schlipp, head of the ICN Business School in Nuremberg.

Branded goods are always in great demand, both in Europe and around the world. No wonder, for example, that many brands in the fashion industry have a luxury segment [3].

The introduction of ICT technologies in the educational process can significantly improve the quality of education and promote the development of creative thinking among students. The main advantage of using IK technologies is the ability to access online courses. Some universities are developing the necessary database of other courses to complement the range.

This approach allows students to become more familiar with current trends in the luxury fashion industry, and this type of training also allows them to point out general material sites and the availability of detailed visual descriptions and opportunities for self-study.

A further step to improve education in the field of marketing technologies related to the fashion industry in the luxury segment is also the formation of joint professional teachers of the fashion industry and students who have received high educational training in specialized professional institutions. In this way, it is possible to create an environment of mutual support and knowledge exchange, which is realized at the highest level. During their studies, students will be provided with new knowledge and access to a number of fashion industry professionals and facilitate cooperation between students and experts in the field of marketing technologies related to the fashion industry in the luxury segment.

For the successful implementation of innovative technologies, graduates need additional training after graduation. To do this, it is necessary to develop a special scientific and foreign plan for the professional development of specialists for such a field of marketing technologies related to the fashion industry in the luxury segment with financial capabilities that can provide all the costs primarily for the academic task of accessibility at the international level (Masterclass).

It is worth noting the prominence and prospects of such a direction as educational marketing technology in the luxury fashion industry.

References

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