My name is Albert Joseph, and I recently graduated with a Bachelor of Commerce in Computer Applications from St. Thomas College, Pala, affiliated with MG University, Kottayam, where I completed my degree from 2019 to 2022. Before that, I completed my Higher Secondary Education at St. Mary's HSS Kidangoor, achieving a distinction in 2018. I am enhancing my language skills by pursuing a French language course at the London Academy of Languages, which I started in 2023 and expected to complete in 2024. Additionally, I gained proficiency in advanced MS Office through a course at G-tec Software, Pala, where I received an A.

Choosing to pursue an MSc in Luxury Marketing in a Sustainable World at MBS School of Business will be a pivotal step in my career within the luxury sector. This specialised programme is ideal for me as it is designed to prepare and train future leaders in luxury marketing, focusing on the unique challenges and opportunities in this high-end market. The curriculum is particularly relevant in today's context, where luxury brands must navigate the complexities of sustainability while maintaining their exclusive appeal. This programme, part of the DESSMO initiative, will equip me with the expertise to make strategic decisions, implement them effectively, and contribute to digital, environmental, and societal transitions in a multicultural setting. By understanding and applying marketing strategies, and learning the principles of French excellence in luxury goods manufacturing, I will be well-prepared to manage and market luxury brands sustainably and innovatively.

I chose MBS School of Business for its renowned expertise in luxury management education and its strategic location in France, the cradle of iconic luxury brands like Hermès, Louis Vuitton, Dior, and Chanel. The Montpellier region, with its rich tradition in tourism, hospitality, wines, and gastronomy, provides the perfect backdrop for immersing myself in French excellence and "savoir-faire." The university's strong reputation, highlighted by being selected among the best-specialised master's degrees in luxury management by Le Figaro, underscores its commitment to delivering high-quality education. The programme's focus on sustainability and innovation, combined with its emphasis on practical applications through internships and industry connections, will ensure a comprehensive learning experience that is both academically rigorous and practically relevant.

Studying in France will offer me a unique advantage, especially for someone pursuing a career in luxury marketing. France is synonymous with luxury and is home to some of the world's most prestigious brands and institutions. This environment will provide an unparalleled opportunity to learn directly from the heart of the luxury industry, gaining insights into its rich history, craftsmanship, and cutting-edge marketing strategies. Moreover, France's commitment to sustainability and innovation in luxury aligns perfectly with the programme's goals, allowing me to understand and address the industry's contemporary challenges. The multicultural and diverse context of studying in France will also enhance my ability to operate in global markets, an essential skill in the increasingly interconnected luxury sector.

Upon returning to India with an MSc in Luxury Marketing in a Sustainable World from MBS School of Business, I anticipate a wealth of career opportunities in the country's rapidly growing luxury market. India's luxury sector is expanding, driven by a burgeoning affluent class and a rising demand for premium goods and services. With my specialised training, I will be well-positioned for roles such as Luxury Brand Manager, Luxury Product Manager, or Head of Communication/Marketing in the luxury sector. The skills I will acquire in digital marketing, storytelling, and sustainable practices will be invaluable in crafting compelling brand narratives and strategies that resonate with Indian consumers. Additionally, my experience in France will provide a unique perspective on luxury branding, enabling me to bring a blend of international best practices and local insights to Indian luxury brands, ultimately contributing to their growth and success in a competitive market.

I am confident that undertaking and completing this master's programme will be a transformative journey for me. It will imbibe in me, the essential knowledge and skills needed to excel in the field of luxury management and upon my return to India, I can apply these newfound competencies to make a positive impact on the luxury industry.