A hand holding a smartphone over a newspaper with a fashion illustration. The background is a blurred newspaper with various articles and a fashion illustration of a woman's silhouette. The text 'ELLE' is written in large, bold, black letters at the top, and 'EDUCATION' is written in smaller, bold, black letters below it.

ELLE

EDUCATION

**Fashion & Lifestyle
Branding**

mindway

ELLE Education®

For 10 years ELLE Education has been training the best professionals of the industry through valuable academic experiences designed for students who seek flexibility, and high quality education programs that focus on innovation and the latest trends in the areas of fashion, and interior design.

ELLE is one of the most influential fashion lifestyle

brands in the world with 45 editions, over 21 million readers and more than 100 million website visits per month. We take all of this experience and combine it with the academic knowledge of prestigious institutions such as Complutense University of Madrid, one of the oldest universities in the world, and key university for hispanic countries; Mindway Liberal Studies®, a school which focuses on the impact of design in organizations, and its

power as a tool to push innovation.

We value practical knowledge on par with academic research and insist on a synthesis of both through our academic partnerships, keynote addresses by industry leaders, and faculty with professional experience. Join a community of more than 9000 students and embark on an academic journey that will allow you to reach your potential in your desired career path.

ELLE EDUCATION

mindway
LIBERAL
STUDIES



Join a community
of more than
9000 students.



© Gilles Bensimon for
ELLE International

Ana Couto Agency®

For over 25 years, we have been working with iconic brands in multiple industries, making them stronger and more relevant.

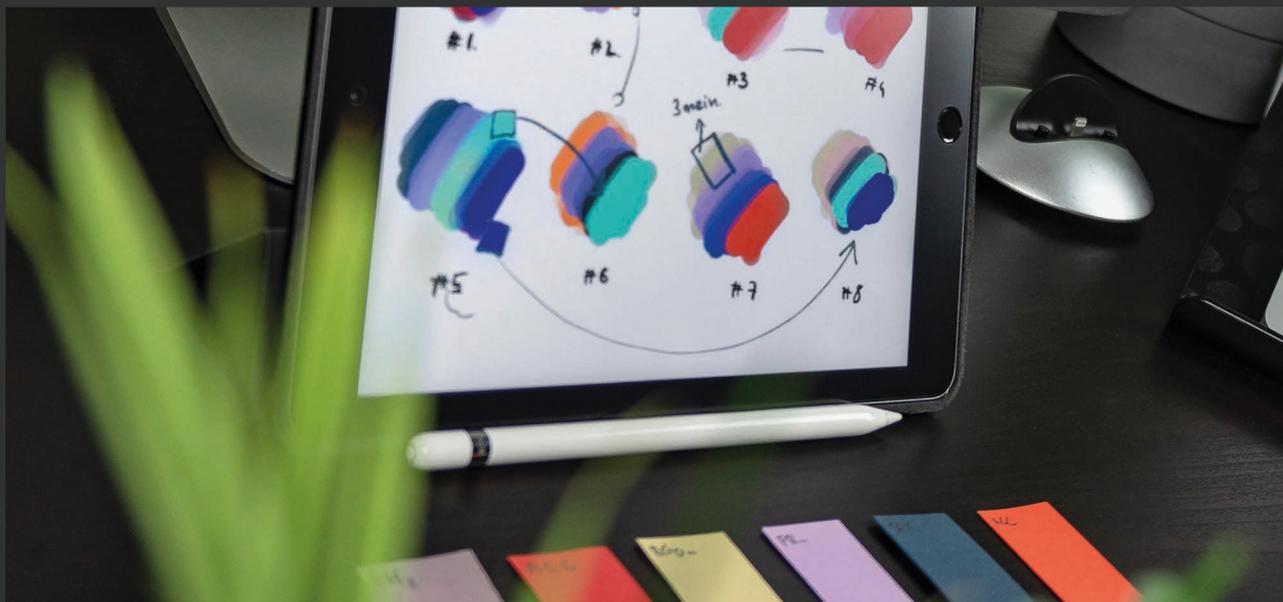
We help them get there with a tried and true method: a co-creative process that helps any brand in any industry align their business, brand and communications strategies, finally being able to navigate from product to purpose in one unique story and experience.



**ANA
COUTO**

A MARCA É, FAZ E FALA.

Fashion & Lifestyle Branding: Ana Couto's Method



Business, brand and communication aligned are key to creating value for people and the world. Strong brands are the ones that are able to create simultaneous value for its business, people and the world

We will share our work method, key frameworks and a detailed reading material to guide you through the learning journey.

**Become the
influencer
marketing go-to
person for your
favourite brands.**

You will have everything you need to create and manage any brand: from creating a brand strategy that supports and leverages the business; developing a unique personality, purpose positioning for your brand; designing a memorable brand experience until learning how to tell your brand's story through consistent communication.

+ SYLLABUS

1. Strategy

In this module, you will understand the importance of strategy as the structural basis for all business, brand and communication decisions.

- How Brands Evolve: Three waves of Branding
- Step-by-step: What is a Strong Branding Process Like?
- What is “Brand Purpose”, Why It Matters, and How to Find It
- Step-by-step: Branding Platform-Brand Personality, Brand Experience and Communication

2. Creation

In the second module of the course, you will understand the transformations of brands and everything that involves the creation of a brand.

- Brands as Creative Platforms
- Design
- Naming

3. Experience

The third module of the course is about brand experience and branding. What is the relation between the two disciplines and how we can build brands that differ in all points of contact.

- Data and Research
- Personas
- Ideal Journey

4. Communication

In the last module of the course, we will understand the importance of brands telling good stories. Narratives need to be consistent across all brand expressions, from selling a product or service to your world vision.

- Brand Insight
- Brand Idea
- Social Scripts
- Consistency Tools



Virtual Campus

START

Through our academic calendar you can follow all of our events, tests and assignments, as well as the course syllabus. Don't miss anything!

PROGRAM

You will find the videos, tests and assignments as well as all the documentation of each module as the theoretical content is taught.

LIBRARY

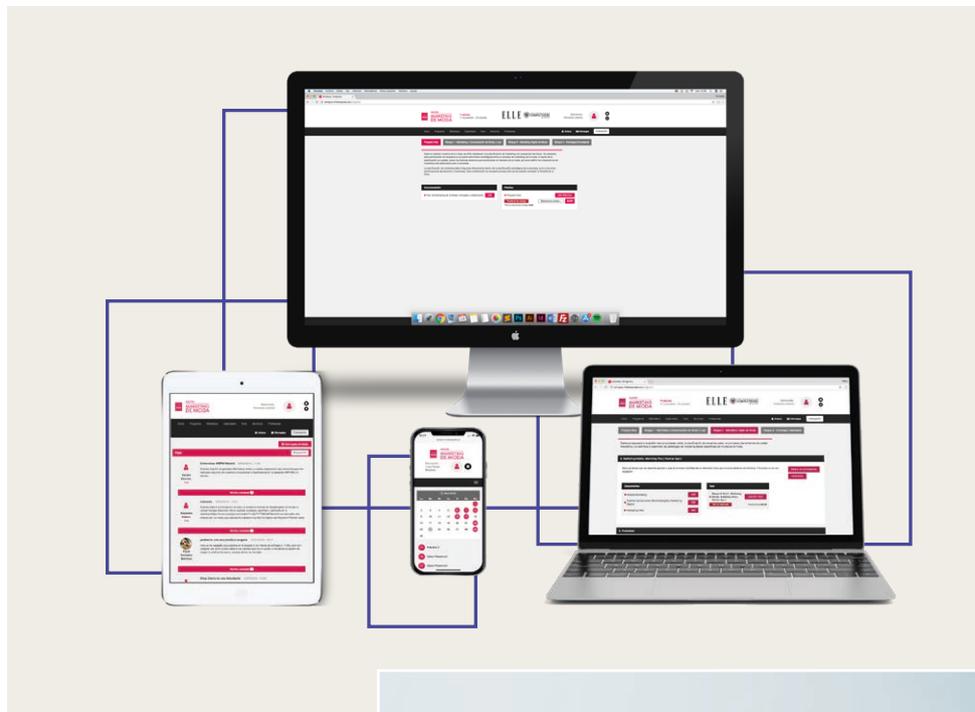
Do you want to delve into the topic? Find additional documentation such as online books in our library!

CALENDAR

Check all the deadlines for your tests and practical assignments.

FORUM

You can share information and opinions with other colleagues and the tutor, and do some online networking!



STUDENTS

You will meet all of the course participants and know more about their interests and training.

NOTICES

You will receive your tutor's notices to keep up-to-date!

MESSAGES

Do you have any doubts about the course? Do you want to comment on anything? Contact your tutor or any of your colleagues by private message.

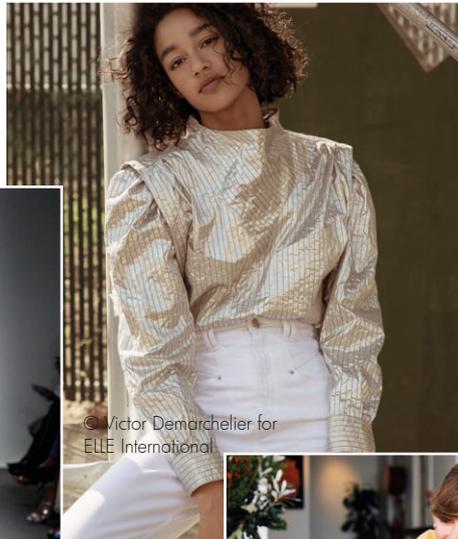


Whenever you want.
Wherever you are.



Practical
knowledge
on par with
academic
knowledge





Methodology

+ EVALUATION

At ELLE Education all of the Short Courses have an ongoing evaluation where the tutor and the student can see their progress through the program. Students are expected to complete: 1 test per module, 1 mandatory final practical exercise and 1 webinar per module.

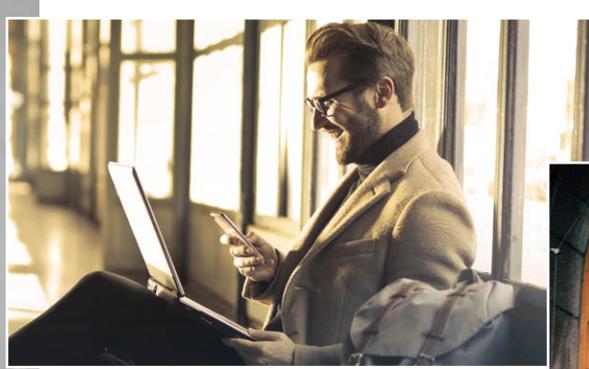
- Number of Tests: 1 per module
- 1 Mandatory Final Practical Exercise
- Webinars: 1 per module

+ PROGRAM DETAILS

Our programs are designed to adapt to your schedule and your pace. You can work at the same time you complete one of the programs or more. Short Courses have a duration of 2 months, in which you will see: a total of 13 hours of lectures, and a total of 3 hours in Guest Speaker Addresses.

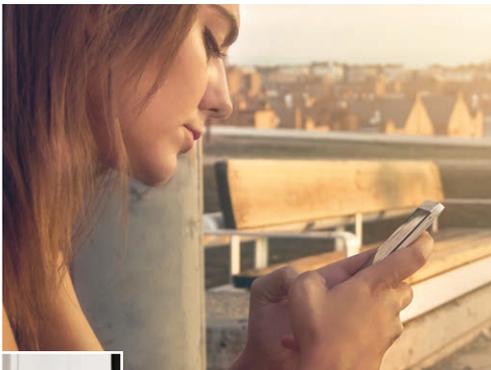
- Duration: 2 months
- Lectures: 13 hours
- Guest Speaker Addresses: 3 hours





+ TUTORING

Your tutor will be at your disposal, upon request, to help you to complete your course successfully.



The Learning Experience

+ COMMUNICATION

Share topics you are interested in! Debates are important for learning. Use the forum to network!



+ METHODOLOGY

Our virtual campus is equipped with all the material required to complete the course: theoretical notes, documentation, webinars and videos. The assessment will be done through tests and practical exercises to check your understanding.



Expert ELLE Education Certificates

Show recruiters your expertise, and achieve your career ambitions, obtain an Expert ELLE Education Certificate, and become a well-rounded professional in your preferred knowledge area. Do it at your own pace, at an adaptable schedule, and gain the knowledge and skills needed to be a top professional with managerial competences. Expert ELLE Education Certificates focus on three areas that adapt to your interests, and career goals.

With this short course you can complete the Expert ELLE Education Certificate in **Event Direction** or in **Product Launching** by signing up to any two courses on the same certificate line.

Contact the admissions team at any time of your decision process!

+ EXPERT CERTIFICATE IN EVENT DIRECTION



Event
Production



Influencer
Marketing

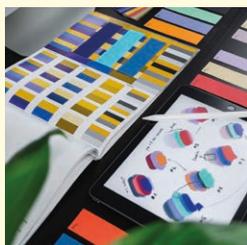


How to Create
a Brand

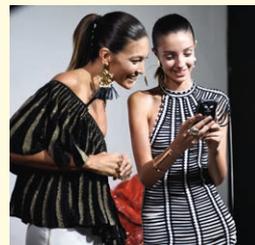


Introduction to
Business Management

+ EXPERT CERTIFICATE IN PRODUCT LAUNCHING



Product
Designer



Influencer
Marketing



How to Create
a Brand



Introduction to
Business Management

Note:

- Registering for three courses of the same certificate at once with the same registration form will give you a 15% discount on the third course.
- In this case, even though you register for the three courses at once, you do not need to study the three courses at the same time; you would reserve your spot for a future edition of a course.
- Financing: Finance your Certificate Courses in up to 8 months (10 euros handling fee per month).

Enrollment

1

Complete the registration form with your complete name and email.

2

Choose the diploma or short course you want to study and enter your personal details.

3

Payment: after completing the registration form, you can pay the course fees.

Method of payment

+ TUITION FEES

750 €

+ PAYMENT PLANS

The course payment must be done by choosing one of the following options:

- Full payment of the fees.
- Payment in three installments. The first installment due at the moment of registration. The second installment due to the following month and the third and final installment due to 30 days after the second payment.

*Payment options include credit/debit card or bank transfer.



Learn through relevant case studies and proven frameworks that have immediate applicability to real business challenges.

Develop a more innovation-driven and strategic mindset by performing practical exercises.



5 Reasons to Study with Us



Enjoy a program format that allows for the flexibility to study and work in a high quality digital environment.



Make an impact in your career and personal brand. Incorporate global business education to your resume.



Acquire practical knowledge of the industry from key industry leaders.

ELLE EDUCATION

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