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Independent Jonas Hoffmann 2015-07-26 In recent years, luxury brands have deviated from the principles of craftsmanship, rarity, uniqueness and heritage. Conglomerates such as LVMH and Richemont have grown at an unprecedented pace and show no sign of slowing. This book explains the importance of innovation and argues why independent brands are vital to the survival of the industry.

Luxury Strategy in Action-J. Hoffmann 2016-01-05 Written by experts in Luxury and Fashion Management at SKEMA Business School this exciting new book offers a new perspective that challenges the established rules of the luxury and fashion industry. The authors and contributors examine the evolution of luxury strategy and how the luxury industry is being redefined in the twenty-first century.

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Fashion Branding and Communication-Byoung Ho Jin 2017-04-26 This second volume in the Palgrave Studies in Practice: Global Fashion Management series focuses on core strategies of branding and communication of European luxury and premium brands. Brand is a critical asset many firms strive to establish, maintain, and grow. It is more so for fashion companies when consumers purchase styles, dreams and symbolic images through a brand. The volume starts with an introductory chapter that epitomizes the essence of fashion brand management with a particular emphasis on emerging branding practices, challenges and trends in the fashion industry. The subsequent five cases demonstrate how a family workshop from a small town can grow into a global luxury or premium brand within a relatively short amount of time. Scholars and practitioners in fashion, retail, branding, and international business will learn how companies can establish a strong brand identity through innovative strategies and management.

The Road to Luxury-Ashok Som 2015-01-28 A thorough, comprehensive guide to the luxury goods industry for executives, entrepreneurs, and students interested to know about the luxury business. As key new luxury markets like Asia, Latin America and Africa continue to expand, The Road to Luxury: The Evolution, Markets and Strategies of Luxury Brand Management gives professionals interested in the industry a holistic understanding of luxury market dynamics around the world using stories, experiences, relevant data and statistics on current market trends. For investors, the book offers valuable insight on where the industry is headed. For industry insiders and executives, it presents valuable data with which to craft successful business strategies. The definitive insider’s guide to the luxury sector by leading authorities, The Road to Luxury offers a comprehensive blueprint for the effective management of luxury brands and companies at the highest level. It rationalizes those business models that have achieved uniqueness and heritage. Conglomerates such as LVMH and Richemont have grown at an unprecedented pace and show no sign of slowing. This book explains the importance of innovation and argues why independent brands are vital to the survival of the industry.

The Value of Luxury-Beata Stępień 2020-11-13 What does luxury value mean? What constitutes luxury, and what does not? While previous research has focused on luxury as a global business and how companies have generated, communicated and monetized luxury, this book draws on empirical research to examine how consumers understand and interact with it. It identifies the components of luxury value, as seen by consumers, and the most influential factors that shape these perceptions. Drawing on a range of disciplinary approaches, the author investigates how consumer segments differ in their perception of luxury products, and how different generations understand value. A comprehensive overview of consumer perceptions of luxury, this book is a must-read for those students and researchers interested in luxury studies.

Luxury-Peter McNeil 2016-05-19 We live in a world obsessed by luxury. Long-distance airplanes compete to offer first-class sleeping experiences and hotels recommend exclusive retreat suites where you are never disturbed. Luxury is a rapidly changing global industry that makes the headlines daily in our newspapers and on the internet. More than ever, luxury is a pervasive presence in the cultural and economic life of the West - and increasingly too in the emerging super-economies of Asia and Latin America. Yet luxury is hardly a new phenomenon. Today's obsession with luxury brands and services is just one of the many manifestations of a phenomenon that has been around for centuries. In the middle ages and the Renaissance, for example, luxury was linked to notions of magnificence and courtly splendour. In the eighteenth century luxury was at the centre of philosophical debates over its role in shaping people's desires and oiling the wheels of commerce. And it continues to morph today, with the growth of the global super-rich and increasing wealth polarization. From palaces to penthouses, from couture fashion to lavish jewellery, from handbags to red wine, from fast cars to easy money, Peter McNeil and Giorgio Riello present the first ever global history of luxury, from the Romans to the twenty-first century: a sparkling and ever-changing story of extravagance, excess, novelty, and indulgence.

Sustainable Innovation Strategy-C. Sempels 2013-01-01 Examining the links between sustainable development, innovation strategy and the business model, this thought-provoking and timely book uses insightful case studies from mature and developing markets to demonstrate how sustainability needs to be at the core of every organization's strategy and innovation. The Luxury Strategy-Geoffrey Laparé 2012-09-03 This comprehensive guide to the luxury industry, written by two world experts on luxury development, presents a fresh and rigorous blueprint for the effective management of luxury brands and companies at the highest level. It rationalizes those business models that have achieved uniqueness and heritage. Conglomerates such as LVMH and Richemont have grown at an unprecedented pace and show no sign of slowing. This book explains the importance of innovation and argues why independent brands are vital to the survival of the industry.

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different markets. It also now includes a section on marketing and selling luxury goods online and the impact of social networks and digital developments, especially the use of the Internet as a new luxury strategy. Digital Marketing Strategies for Fashion and Luxury Brands-Ozum, Wilson 2017-10-31 Online shopping has become increasingly popular due to its availability and ease. As a result, it is important for companies that sell high-end products to maintain the same marketing success as companies selling more affordable products in order to keep up with the market. Digital Marketing Strategies for Fashion and Luxury Brands by Wided Batat is an essential reference source for the latest scholarly research on the need for a variety of technologies and new techniques in which companies and brand managers can promote higher-end products. Featuring coverage on a broad range of topics and perspectives such as brand communication, mobile commerce, and multichannel retailing, this publication is ideally designed for managers and students of fashion and luxury who want to remain at the forefront of e-commerce and luxury experience development in a rapidly changing world.


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Building Consumer-Brand Relationship in Luxury Brand Management-Rodrigues, Paula 2020-10-23 Luxury is no longer a privilege of the high-net-worth individuals. It is now accessible to all. This has become possible because the essence of luxury has changed: from something based upon materialism and conspicuous and hedonic consumption to something that embraces enrichment and innovation for the enrichment of life. This evolution creates challenges for luxury brands and for the managers of luxury brands. Building Consumer-Brand Relationship in Luxury Brand Management is a collection of innovative research that focuses on the conception and marketing of luxury as an experience and explores more integrative and comprehensive approaches to modeling and understanding the consumer-brand relationship with a particular reference to the Chinese market, global and multicultural world. Highlighting a broad range of topics including digital marketing, consumer demand, and social responsibility, this book is ideally designed for marketers, brand managers, consumer analysts, advertisers, entrepreneurs, executives, researchers, academicians, and students.

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Sustainable Luxury Brands— Cesare Amatulli 2017-01-20 This book counteracts the claim that luxury and sustainability are conflicting concepts, and contends that they can successfully co-exist. Discussing key characteristics of luxury such as craftsmanship and preservation of artisan skills, product quality as well as availability, and added values of luxury goods, the authors argue that luxury brands are inherently sustainable from economic, social and environmental perspectives. Sustainable Luxury Brands gives a comprehensive overview of luxury to demonstrate this claim, also focusing on sustainable luxury from a consumer perspective. The authors furthermore compare and contrast sustainability within the mass market to the luxury sector, and present insights into current and upcoming consumer-related opportunities. Reprint. Luxe Marketing: The Art of Selling Luxury—Charlie Melville 2015-01-06 This book provides an invaluable reference guide for all academics and practitioners with an interest in the luxury sector with a focus on marketing.针对消费者，它探讨了营销人员、市场人员、销售人员和学生如何在市场中制定品牌策略。本书为企业提供了从市场研究到市场营销的全面框架，包括品牌定位和品牌保护，以及品牌评估和品牌分析。本书还探讨了在全球化的竞争环境中更有效地利用数字技术和社交媒体的方法。
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