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Management:  
*Luxury*  
Market, Trends,  
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*Management :*  
*Market,*  
*Trends,*  
*Brands,*  
*History*

The meaning of  
luxury and the sorts

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of customers that buy luxury have continually been evolving, but never as dramatically as in the past 20 years. With more potential consumers, the luxury sector is today healthier than ever. However luxury companies have had to

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completely rethink their strategies and to rely on state-of-the-art marketing and management tools to help them keep up with consumers' shifting expectations, desires and dreams. Luxury Strategy in Action presents the view of an

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international panel  
of luxury experts on  
what is luxury  
management  
nowadays, how it is  
evolving, and which  
fundamentals are  
necessary to  
manage in this time  
of change. This  
book provides an  
insight into luxury  
management

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through a strategic approach, analyzing the latest trends in the industry, like the impact of online social networks and the role of emerging markets. It thus provides a multicultural, holistic perspective designed to create challenges to the

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established rules of  
the luxury industry.

This groundbreaking

fashion branding

and management

text brings an

analytical business

dimension to the

marketing and

corporate

techniques of the

luxury fashion

goods industry. It

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will make engaging reading for anyone who wishes to learn about the captivating business of turning functional products into objects of desire.

You'll Get Knowledge About Luxury Market Characteristics, Market Future

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Interest in luxury brand management has been around for a long time now. But the potential for success and lucrative opportunities in the luxury business has increased even more in today's



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marketplace,  
Market, Trends,  
making it an even  
Brands, History  
more attractive

venture for  
entrepreneurs and  
business-minded  
individuals looking  
to cash in on this  
industry. Careers in  
luxury brand  
management are  
considered among  
the top-tiers of

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business

opportunities, so if  
you are interested in  
this line of work, you  
need to be fully  
prepared and aware  
of what to expect.

Take A Sneak Peak  
Inside: (Page 14)

"Chapter III - Market  
Trends The luxury  
goods sector is a

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segment of the overall consumer market that is not immune to the overall trends and innovations across other demographics. That said, it is often true that it is the luxury goods market that dictates taste, trends, and perspectives that

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trickle down to the overall mass market. Current trends that are shaping the luxury brand sector include: Online revolution.

Advances in technology have fundamentally changed the way modern consumers

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shop. In recent years, the growth of online shopping has become so significant that traditional retailers have been forced to make drastic changes to how they do their business and relate to the millennial consumer. The

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largest and most  
successful online  
retailers and

businesses are now  
competing with the  
online channels of  
large brick-and-  
mortar retailers. In  
the luxury market,  
brands and  
manufacturers were,  
at first, slow to  
respond to the

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online revolution.  
After all, one of the  
hallmarks of the  
luxury experience  
has been the  
intimate,  
personalized service  
for wealthy clientele.  
Initially, the online  
consumer  
experience was a  
largely faceless,  
anonymous option,

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but as innovations have flourished, the overall experience has also improved.

At the same time, as Web access has become more personal and mobile with smartphones and tablets, consumers have fallen in love with the ease of being



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able to shop online wherever and whenever they want. Luxury shoppers are now increasingly choosing online shopping aside from, or even in place of, going to boutiques or company stores. In response, luxury

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retailers have also  
ramped up their  
online presence.

Whereas before  
they largely ignored  
social networking  
and social media  
platforms, many  
luxury brands are  
now active on social  
networking sites,  
blogs, online  
forums, and other

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places on the Web where the tech-savvy luxury consumers congregate and do their research. To make themselves more competitive to online shoppers, luxury retailers are also using marketing tactics that have proven to

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be successful for mass market retailers, including rewards points, free shipping, and discount sales.

Luxury buyers are not leaving brick-and-mortar stores in droves necessarily.

Rather, what happens is they are using the Internet

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more and more to research about the products that they want, and looking for better value and experience elsewhere. This is not dissimilar from the mass consumer's behavior as well, where customers will check out items

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that they want from different retailers before making a purchase." We will take a closer look at what constitutes the contemporary luxury brand market, what makes it an exciting endeavor for the enterprising businessman to engage in, and how

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you can position  
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yourself for  
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maximum success  
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Management and  
Interantional Events,  
language: English,  
abstract: This report  
analyses the  
skincare brand La  
Prairie based on  
theoretical concepts  
around luxury brand  
management. It also  
features a brief  
analysis of  
Sweden's potential

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as a market for luxury goods and proposes a launch strategy for the brand's skincare products in this market. As it is

practically impossible to be the only supplier of certain product category in today's globalised market

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place, this definition emphasises the importance of creating a unique position for the luxury brand that makes consumers perceive it as incomparable to potential competitors. With regards to portraying an image

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of superiority in terms of scarcity, sophistication and good taste, Kapferer and Bastien introduce the “Anti-Laws of Marketing” to be followed in luxury branding, which mainly aim at building and maintain the brand's equity by

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evoking impressions of the brand's offerings being highly exclusive and desirable. By following the majority of these anti-laws, superpremium beauty brand La Prairie has managed to establish itself in a

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position that implies superiority across many international markets. Taking into account the importance ascribed to a strong global presence by Chevalier and Mazzalovo in terms of the “radiance” aspect of brand equity, it seems

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curious that the brand has not yet launched in

Sweden's lifestyle and tourism hub Stockholm. The city boasts two high-end department stores (NK and Ahléns) which would be fitting locations for the brand's store-in-store concept.

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A ground-breaking exploration of the Chinese elite's consumption of luxury products and their attitudes toward luxury goods. Elite China identifies the Chinese luxury product consumers and the characteristics of



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their luxury consumption, explains the implications for luxury firms and marketers and most importantly, spells out strategies for international luxury brands and Chinese luxury brands to succeed in Chinese market.

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by La Prairie to the  
Brands, History  
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Marketplaces  
Creating and  
Managing  
Sustainable Value  
Across the  
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Industry

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offer***

***invaluable***

***insights into***

***the glamorous***

***world of luxury***

***retail Luxury***

***Retail***

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*Management is  
your gold-  
plated ticket  
to the*

*glamorous world  
of luxury  
retail.*

*Defining all  
the tools that  
are necessary  
to manage  
luxury stores,  
from the*

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*analysis of  
Market Trends,  
location and  
Brands, History,  
design concept,  
to the  
selection,  
training, and  
motivation of  
the staff, the  
book covers  
everything you  
need to know to  
enter, expand,  
understand, and*

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*succeed in the  
world of luxury  
retail.*

*Reaching the  
luxury customer  
is no longer  
the domain of  
the exclusive  
salon?the  
global luxury  
market boom and  
the phenomenal  
growth of*

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Brands, History**  
**luxury stores  
now views the  
retail sector**

**as key to  
driving brand  
profitability.  
In dealing with  
this rapid  
change, luxury  
brands have  
experienced a  
steep learning  
curve and**

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*accumulated  
bags of retail  
expertise. And  
while some of  
the luxury  
retail rules  
and models in  
this book are  
exclusive to  
the luxury  
market, many  
have lessons  
for the whole*



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retail sector.  
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aspects of  
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relationship  
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personal sales,  
and the  
customer  
experience

Delves into the  
sophisticated

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*business models  
that luxury  
brands have*

*developed based  
on a mix of dir  
ectly-operated-  
stores and  
wholesale*

*Covers the  
management esse  
ntials? distribu  
tion, location,  
design,*

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success Written

by respected

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Chevalier and

Michel Gutsatz,

who lend their

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credentials and

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expertise to,  
the subject,  
Luxury Retail  
Management asks  
and answers the  
questions that  
retail  
professionals  
need to  
understand in  
order to thrive  
in the luxury*

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Management:  
*market.*

*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*

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*luxury has  
changed: from  
something based  
upon  
materialism and  
conspicuous and  
hedonic  
consumption to  
one that  
embraces  
enrichment and  
experiences for  
the consumers.*

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*This evolution  
creates*

*Market Trends,  
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*challenges for  
luxury brands*

*and for the*

*managers of*

*luxury brands.*

*Building*

*Consumer-Brand*

*Relationship in*

*Luxury Brand*

*Management is a*

*collection of*

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*innovative  
research that  
focuses on the  
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luxury as an  
experience and  
explores more  
integrative and  
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approaches to  
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with luxury  
brands and  
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gives

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*industry is  
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valuable data  
with which to  
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*in the field*

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*including*

*information on*

*the business*

*attractiveness*

*and*



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of various  
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brands, as well  
as management  
styles For  
professionals  
in the luxury  
industry, as  
well as those  
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*it, The Road to  
Luxury presents  
a complete and  
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virtually every  
aspect of this  
growing sector.  
Globalization  
stems from the  
verb "to  
globalize",*

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*which embodies  
the concept of  
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interdependence  
and influence  
between various  
social and  
economic  
systems. In an  
increasingly  
globalized  
market  
environment,*

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*there is an  
impetus for  
many firms to  
look to foreign  
markets in  
order to  
maintain  
competitive  
advantage. Over  
recent years,  
it has been  
possible to see  
dramatic*

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*changes that  
have strong  
impacts on all  
businesses.*

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process can  
provide an  
overall  
strategic  
direction to  
the management  
of an  
organization,*

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*and gives a  
specific  
direction to  
areas like  
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strategy,  
marketing  
strategy,  
organizational  
development  
strategy and  
human resources  
strategy, in*

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*order to  
achieve  
success.*

*Innovation is  
the foundation  
of economic  
growth and  
corporate  
prosperity.  
Finally, entrep  
reneurship  
provides all  
the necessary*



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types, scholars

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set the  
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constitutes the  
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luxury brand  
landscape and  
the current  
trends that  
shape the  
sector.*

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experts and*

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authors Michel  
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provide readers  
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treatment of  
the macro- and  
micro-economic  
aspects of  
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learn about the  
growing  
importance of  
authenticity  
and  
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in the

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management of  
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other luxury  
brands, as well  
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and durable

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semiotic  
analytical  
tools developed  
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authors'*

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professionals  
Brands, History  
who hope to  
increase their  
understanding  
of the major  
trends and  
drivers of  
success in this  
sector.

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A fascinating and

comprehensive

examination of the

different dimensions

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management in  
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various sectors. This  
is a powerful book  
for marketers,  
advertisers and brand  
managers in  
understanding the  
intricacies of the  
luxury market- how  
it is designed,  
defined and divined.

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Written by the  
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Brands, History  
authors of Pro-Logo,  
this book sets the  
benchmark for  
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This textbook  
discusses luxury  
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management,  
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broader range of

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decisions related to the complexities of offering luxury as services. Placing a strong emphasis on strategy as well as positioning and the market, it focuses on the challenges in luxury related to the traditional 4 Ps (Products, Place,

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applying the service-  
dominant logic to  
luxury management  
in relation to the  
other 4 Ps in  
marketing decisions  
(People, Process,  
Panorama, and  
Productivity). The  
text opens with an

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exploration the  
history and evolution  
of the concept and  
definition of luxury  
and the effect upon  
the practice of  
luxury marketing  
today, concluding  
with an overview of  
the contemporary  
luxury market,  
description of the



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main players, and  
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strategies as applied  
to the luxury market,  
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authors provide an  
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Market Trends,  
HistoryCreateSpace  
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Providing a critical  
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growth of the  
secondhand luxury  
and vintage fashion  
industry, this book  
offers a  
compendium of  
business  
developments from

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including examples  
Brands, History  
from Europe, the  
Middle East and  
Asia. The 'pre-loved  
or pre-owned'  
clothing trade has  
grown as an  
economic entity,  
providing a living for  
over 100,000 people  
and creating a



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the authors illustrate  
how companies can  
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and Marketing of  
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Media, grade: 1,3,

University of Applied  
Sciences Neu-Ulm,

language: English,

abstract: Luxury as is  
the case with most

abstract notions has a  
somewhat floating and  
mercurial character. It

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**has undergone considerable changes during the last centuries (Kapferer 2008; Lasslop 2005; Valtin 2008) and there are good reasons for supposing that the concept will be subject to changes in the future as well. Luxury finds its expression in tangible products or services and there is a**

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**huge industry which caters to the needs of those who can afford the ultimate in price and quality. We will try and analyse the ways and means with which luxury goods succeed in finding or defending their position in this highly competitive market (Strauss 2011: online). In order to better**

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**understand the  
concept of luxury in  
our time it is useful to  
highlight some  
historical and  
economic factors  
which have  
contributed to the  
shaping of our present-  
day perception without  
attempting an in-depth  
historical or  
sociological analysis.**

**What does luxury**



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**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**

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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

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perception of luxury  
products, and how  
different generations  
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comprehensive  
overview of consumer  
perceptions of luxury,  
this book is a must-  
read for those students  
and researchers  
interested in luxury  
studies.

**Research Paper  
(postgraduate) from**

*Page 107/227*

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Management:  
the year 2014 in the  
subject Business

Market Trends,  
economics - History

Marketing, Corporate  
Communication,

CRM, Market

Research, Social

Media, , language:

English, abstract:

Luxury represents a  
product category that  
seemingly was able to  
weather the storm of  
financial and economic

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**crisis hitting global  
markets in 2008 better  
than could be  
expected. In this  
scientific essay, the  
author Angela Alunni  
credits two main  
factors for this trend:  
Successful luxury  
companies cater to the  
emerging markets of  
the nouveau riches,  
which are at the center  
of nurturing the**

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**demand for these goods.**

**Internationalization provides the financial and managerial framework for these Italian companies, while not betraying the essence of the luxury concept per se. The portrayal of the Bulgari case highlights these strategies and at the same time points to**

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**the challenges that the luxury industry Made in Italy has to face as a whole.**

**Luxury is booming. The rise of emerging-market luxury brands and the digital revolution are reshaping the industry, but what's next and what trends will the future bring? The rise of emerging market**

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**luxury brands, digital  
and online innovations,  
and growth in  
consumption globally  
has opened the doors  
for seasoned luxury  
houses and new  
players to expand their  
horizons. This book  
charts the trends that  
are shaping the luxury  
industry, particularly  
the rise of the luxury  
industry in Asia and**



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emerging markets.

**The marketing of luxury brands is a highly complex and difficult task and differs strongly from the management of ordinary brands. At the heart of the difficulty lies a paradox: To increase sales and at the same time to preserve exclusivity. A luxury**

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**brand has to be anchored in the heads of as many people as possible and be desired but it must remain inaccessible to most of them. The more a luxury brand or good gets actually purchased, the more it loses its aura of exclusivity, its attractiveness and its 'dream value'.The**

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**purpose of this book is to analyze the specificities of the management and marketing of luxury brands in comparison to ordinary brands.**

**The analysis will mainly focus on the four elements of the marketing mix, namely product, place, price and promotion. A detailed analysis of the**

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**four elements will disclose the particularities of luxury brands and present the requirements of successful luxury brand management which is able to overcome the difficulties resulting from the mentioned paradox.**

**Managing**

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**Marketing Luxury**

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**and Communication in**

**an International**

**Context**

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omnichannel  
fashion and luxury  
retailing with a  
particular  
emphasis on the  
role of computer-

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mediated marketing environments in determining a consumer's purchase and post-purchase trajectories. The fashion industry has evolved rapidly over the last few years with

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the diffusion of fast fashion and luxury democratization, not to mention the advent of ICT and the development of communication. Today, fashion companies face new challenges, such as how to manage brands



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and how to choose  
Market, Trends,  
between  
Brands, History  
marketplaces and  
digital  
marketspaces.

While some  
companies focus  
on one channel  
selection, others  
embrace the  
omnichannel  
choice and look for

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a balance between  
the two  
environments.

Whatever the  
strategy, it is  
essential to  
manage these  
touch-points in  
order to create  
interaction  
between  
consumers and

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brands, provide  
meaningful  
customer

experiences, and  
to maximize  
customers'

engagement. An  
insightful read for  
scholars in  
marketing, fashion  
and retail, this  
book investigates

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the triangulation  
between branding,  
marketplace, and  
marketspace and  
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Vast markets for high-symbolic-value goods serve as an expansive worldwide arena where luxury

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consumer desire is  
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challenges within  
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achieving  
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advantage, new  
market  
development, as  
well as the role of  
the media in luxury

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in order keep up  
with the market.  
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on the need for a  
variety of

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technologies and  
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managers can  
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broad range of  
topics and  
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mobile commerce,  
and multichannel  
retailing, this  
publication is  
ideally designed  
for managers,  
academicians, and  
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effectively  
promoting more  
expensive

merchandise using  
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volume captures  
some of the most  
current topics and  
trends in the  
fashion industry. It  
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theoretical and  
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capabilities and  
routines around  
communication  
and sustainability  
strategies in an

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international  
context. It covers  
hot topics such as  
the role of social  
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brief mention on  
how the Covid-19  
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fashion industry,  
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chain, from  
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concept to market.

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The authors argue  
that the main  
characteristics of  
"luxury" are linked  
to specific  
resources and  
competencies  
found throughout  
the value chain  
and that value is a

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result of the  
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interaction  
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between the brand  
and stakeholders,  
and more precisely  
with their clients.

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approach, New  
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Management  
encompasses both

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management,

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of value across the

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consumers tie with

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management.

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management, the role  
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innovative business  
models. It covers as  
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innovation, and  
institutional behavior  
on the sector in the  
last years.

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brand, newly revised  
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defines a luxury  
brand? Traditional  
wisdom suggests that  
it's one that's selective

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the main functions of  
a luxury brand,  
including brand  
creation, the  
complexity of  
managing brand  
identity, the  
convergence of arts  
and brands, and much  
more Addresses the  
practical functions

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that can make or break bottom lines, and affect brand perception, such as distribution, retailing, logistics, and licensing Focuses on brand life-cycle, brand identity, and licensing issues A compelling and comprehensive examination of the different dimensions of

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branding practices,  
challenges and trends

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companies can

establish a strong

brand identity through

innovative strategies

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The New Frontiers in

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The Business of  
Luxury

The Effects of the  
Economic Crisis on  
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Market Trends,  
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*in Brazil provides a  
holistic and  
practitioners*

*approach to luxury  
marketing in Brazil.*

*The book analyses  
the key challenges  
and opportunities*

*facing luxury  
brands, while*

*providing an insight  
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*competencies to*

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*implement effective*

*luxury marketing*

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*Over the past two*

*decades, through*

*unprecedented*

*levels of prosperity*

*and changing*

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*luxury business. It shows how the concept of luxury has shifted from material to immaterial dimensions, and outlines new trends that will shape the luxury market in the future. The content includes carefully*

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examples from the  
most important*

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along with concrete  
recommendations  
and best practices.*

*Sharing unique  
insights, the book is  
a must-read for  
those working in the*

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*tourism industry, as  
well as lecturers and  
university students  
of tourism.*

*? The luxury market  
has transformed  
from its traditional  
conspicuous  
consumption model  
to a new  
experiential luxury  
sensitivity that is*

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*marked by a change  
in how consumers  
define luxury. In a  
global context, it is  
crucial to  
understand why  
consumers buy  
luxury, what they  
believe luxury is,  
and how their  
perception of luxury  
value impacts their*

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*buying behavior.*

*This handbook aims  
to provide a holistic  
approach to luxury  
marketing with  
respect to the  
characteristics and  
the key challenges  
and opportunities of  
luxury brand  
management.*

*Therefore, the*

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contributions by  
authors from*

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world will offer both  
a research and  
management  
perspective of  
luxury marketing  
and deliver a  
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*comprehensive  
overview of the  
foundations of, and  
new developments  
in, luxury brands.  
The book discusses  
a new wave of  
mergers and  
acquisitions, the rise*



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*of Gucci, the growth  
of Balenciaga, a  
variety of new  
collaborations  
between different  
companies, a  
growing support for  
sustainability, and  
the COVID-19  
pandemic. Readers  
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digital  
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managers and  
retail staff,  
need to know in  
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expand,  
understand and  
succeed in the  
world of luxury  
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times, the  
advent of new  
technologies,  
the concerns  
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and the new tastes of the youngest generations of luxury consumers have affected the traditional dynamics of the luxury goods markets. These emerging issues have caused



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is for luxury  
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companies to  
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Luxury brands  
must keep up  
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affecting  
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allow audiences  
to develop,

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gies"--Provided  
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Luxury has been  
fascinating  
humanity for  
millennia and  
it seems that

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it will  
continue to do  
so in the  
future. As we  
can see in  
developed  
countries with  
populations  
living in  
relative  
affluence,  
luxury takes  
different

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forms, becoming  
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materialistic  
when people  
already own a  
house, two cars  
and a boat, but  
now crave  
wellness  
treatments and  
more  
recreational  
time. However,



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luxury will  
always have a  
material aspect  
as embodied by  
beautiful  
products made  
from exclusive  
materials by  
skilled  
artisans with  
an eye for  
detail. One way  
or another,

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luxury is big  
business and an  
important

economic factor  
all over the  
world,  
especially in  
Switzerland, a  
country with  
few natural  
resources to  
speak of but a  
wealth of

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knowledge when  
it comes to  
services (e.g.

hotel  
management) and  
the manufacture  
of exclusive  
products such  
as watches,  
textiles, and  
of course  
chocolate – to  
name just a

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few. Indeed, a significant proportion of Swiss GDP comes from the production of luxury goods which are exported all over the world. In this publication we examine the

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