

Kapferer On Luxury: How Luxury Brands Can Grow Yet Remain Rare

Srun shows how the psychology of luxury brands truly plays into high value customer motivations and unlocks the potential to understand their decision processes which are unlike that of any other customer. Selling to very wealthy, demanding customers – whether you’re selling luxury products or high value bespoke professional services – is a very different process to selling anything else to anyone else. Francis Srun has twenty years experience in the luxury industry, based in France, Switzerland, China and Hong Kong, most recently with Maison Boucheron. The first step is learning how to physically embody “Luxury”. You need to look, speak, and move “Luxury”. The true luxury attitude is not submissive nor is it hauteur – it is gentle, generous and simply, truly human. Success comes from not just being professional but from building a genuinely luxury relationship with clients. To do that you need to truly understand your client. High value customers today are younger, international in outlook and residence, and increasingly from Asia. Their buying motivation is always about self-affirmation and pleasure and never about money. The luxury customer’s decision process is unlike that of other customers. While emotion is important when selling anything to anyone – with luxury selling it is paramount. Srun shows how the psychology of Brand, Product, Place, Price and Time all play a role in customer’s motivations. Finally this book guides

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you step by step with concrete examples and useful techniques through the seven steps of luxury selling: be prepared to sell, welcome appropriately, listen genuinely, propose and present with style, meet objections with persuasion rather than refutation, conclude sharply and finally gain loyalty for a long term relationship.

Praise for SELLING LUXURY “Geneviève and Robin have brought together their talents to create a book that gives all Sales Ambassadors the fundamentals in selling and building customer loyalty.” —Hamida Belkadi, CEO, De Beers Diamond Jewellers, USA “Selling Luxury is filled with ways of exceeding each client’s expectations through offering a service that surprises and delights.” —Aaron Simpson, Group Executive Chairman, Quintessentially What does it take to sell high-end luxury creations to the richest clients in the world? In Selling Luxury, Robin Lent and Geneviève Tour, with thirty years of combined experience, share their savoir-faire. You’ll also pick up tips from multi-million dollar luxury sales professionals who will help you understand the complexities of the universe of luxury. Selling Luxury will show you how a salesperson can acquire Sales Ambassador status by offering the impeccable service associated with the world’s most prestigious brands.

Presenting some of the most significant research on the modern understanding of luxury, this edited collection of articles from the Journal of Brand Management explores the complex relationships consumers tie with luxury, and the unique characteristics of luxury brand management. Covering the segmentation of luxury consumers worldwide,

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the specificity of luxury management, the role of sustainability for luxury brands and major insights from a customer point of view, *Advances in Luxury Brand Management* is essential reading for upper level students as well as scholars and discerning practitioners.

This fascinating book shows that neither managers nor consumers completely control branding processes – cultural codes constrain how brands work to produce meaning. Placing brands firmly within the context of culture, it investigates these complex foundations. Topics covered include: the role of consumption brand management corporate branding branding ethics the role of advertising. This excellent text includes case studies of iconic international brands such as LEGO, Nokia and Ryanair, and analysis by leading researchers including John M.T. Balmer, Stephen Brown, Mary Jo Hatch, Jean-Noël Kapferer, Majken Schultz, and Richard Elliott. An outstanding collection, it will be a useful resource for all students and scholars interested in brands, consumers and the broader cultural landscape that surrounds them.

Rumors may be the oldest medium of mass communication of information or ideas. Even before there were newspapers, radio, or television, rumors communicated by word-of-mouth made and shattered reputations, and set off riots and wars. Yet contrary to predictions, rumors continue to thrive, in spite of and parallel to mass media. What accounts for the puzzling persistence and continuing significance of this little-studied social phenomenon? Jean-Noël Kapferer examines the theory and practice of rumors,

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focusing on specific areas such as entertainment, criminal behavior, business and finance, and politics. He describes the kinds of conditions that give birth to rumors, why we believe them, and the hidden messages they convey. Kapferer points out that rumors frequently serve useful social purposes and present rich examples. He speculates about how rumors can be controlled, changed, and prevented. Drawing upon contributions of disciplines ranging from psychology to history, and integrating the insights of Europeans with the latest work of American researchers, this is the most comprehensive examination of rumors, gossip, and urban legends yet published. Translated into nine languages, this edition was updated with advances in theory and research since the book's original French publication in 1987. Its brisk, accessible style makes the book of interest to psychologists, economists, political scientists, sociologists, and folklore analysts, as well as the general reader who is curious about the origins of this fascinating social phenomenon.

Luxury Marketing

Luxury, Lies and Marketing

Break the Rules of Marketing to Build Luxury Brands

Meta-Luxury

Forms of Collaboration between Luxury Brands and the Arts

What's Ahead for the Business of Luxury

The Oxford Handbook of Luxury Business

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Meta-Luxury sets out to define the ultimate meaning of true luxury, exploring it as both a culture and business model. Through the concept of Unique Achievement and the drivers of Craftsmanship, Focus, History and Rarity, the authors examine what is at the heart of true luxury through a unique series of conversations.

This book looks at luxury brand management and strategy from theory to practice and presents new theoretical models and solutions for how to create and develop a worldwide luxury brand in the twenty-first century. The book gives an overview of how a luxury brand is created through the understanding and application of economic rules and through firms adopting new management models across multiple business dimensions. It also explains the application of theories and models and illustrates specific issues through case studies drawn from international markets such as China and France. The Chinese cases provide unique opportunities and insights into how these new luxury brands were created and how they have benefited from the international market over time. From the international brand management perspective, this book is a useful reference for anyone who wants to learn more about luxury brand management and to better understand how the international market has evolved and how products may change the rules of the game.

The Luxury Strategy is the definitive work on the essence of a luxury

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brand strategy. It puts an end to the confusion around the term, and explains the fundamental differences between 'premium', 'fashion', and 'luxury' strategies. Based on an analysis of the social functions of luxury, of worldwide best practices and on first hand direct experience, it sets out the rules for success, and turns established marketing rules upside down. The Luxury Strategy provides the first rigorous blueprint for the effective management of luxury brands and companies at the highest level, including human resources and financial management. It also unveils the original methods that were used to transform small family businesses such as Ferrari, Cartier, Chanel, Gucci, and Ralph Lauren into profitable global brands. 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. The word "luxury" has almost lost its meaning. Once used to describe genuinely prestigious products or places, the concept of luxury has been hijacked by a multitude of aspiring or overpriced commodities, from foot spas to chocolates. So what is real luxury? Which are the genuine luxury brands, and how have they reacted to the rise of the "mass luxury" sector? What strategies do they use to lift themselves

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into the realm of the truly elite? Who are their customers - and what kind of lives do these remarkable people lead? How do luxury brands attract and retain them? And above all, where can the industry turn now excess is out of fashion? With wit, accuracy and insatiable curiosity, Luxury World takes us on a voyage around the luxury universe, slipping behind the facades of the world's most sophisticated businesses to demonstrate how they function. Among other destinations, Luxury World visits Swiss watchmakers, the Champagne houses of France, the diamond district of Antwerp, the luxury enclave of Monte Carlo, the discreet ateliers of the last craftsmen and a host of brands in Paris - the self-proclaimed capital of elegance. Along the way, he uncovers the true face of today's luxury industry.

Luxury Selling

How Luxury Brands Can Grow Yet Remain Rare

Brand Management and Marketing of Luxury Goods

Luxury Strategy in Action

Synergies, Contaminations, and Hybridizations

Transforming Brands and Consumer Experiences

When Luxury Meets Art

Adopted internationally by business schools and MBA programmes, The New Strategic Brand Management is simply the reference source for senior strategists, positioning professionals and postgraduate students. Over the years it has not only established a

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reputation as one of the leading works on brand strategy, but also has become synonymous with the topic itself. Using an array of international case studies, Jean-Noël Kapferer covers all the leading issues faced by brand strategists today. With both gravitas and intelligent insight, the book reveals new thinking on topics such as putting culture and content into brands, the impact of private labels and the comeback of local brands. This updated fifth edition of *The New Strategic Brand Management* builds on its impressive reputation, including new information to enable students and practitioners to stay up to date with targeting, adding recent research and market knowledge to the discipline. With dedicated sections for specific types of brands (luxury, corporate and retail), international examples and case studies from companies such as Audi, Nivea, Toyota and Absolut Vodka; plus models and frameworks such as the Brand Identity Prism; it remains at the forefront of strategic brand thinking.

Examine luxury branding on a global scale, with more than fifty cutting edge contributions from the foremost thought leaders in luxury management and marketing. *The Management of Luxury*, second edition, presents a unique snapshot of best practice insights into the increasing challenges faced in luxury business, with contributions shared by more than fifty global leaders on luxury management. The highly renowned editors draw these together into one essential handbook, ranging from luxury brand strategy, luxury consumer behaviour and market positioning, through to management succession, heritage, counterfeiting and competing effectively as a luxury SME. Fully updated in its second edition, *The Management of Luxury* explores the newly evolving direction of Asian market trends and how to integrate digitalization into sales and product strategies. Both are crucial

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for competitive advantage in the luxury market, featured alongside iconic case studies such as Burberry, Louis Vuitton and Leica. The book's value is not only in streamlining management processes and return on investment; but equally for those who marvel at an industry unlike any other, striving to trust both in the conventional and innovate new paths towards the extraordinary. Highly influential, applicable and enlightening, it is a vital addition to every luxury business manager's collection.

“ With *Deluxe: How Luxury Lost Its Luster*, [Dana] Thomas—who has been the cultural and fashion writer for *Newsweek* in Paris for 12 years—has written a crisp, witty social history that ’ s as entertaining as it is informative. ” —*New York Times* From the author of *Fashionopolis: The Price of Fast Fashion and the Future of Clothes* Once luxury was available only to the rarefied and aristocratic world of old money and royalty. It offered a history of tradition, superior quality, and a pampered buying experience. Today, however, luxury is simply a product packaged and sold by multibillion-dollar global corporations focused on growth, visibility, brand awareness, advertising, and, above all, profits. Award-winning journalist Dana Thomas digs deep into the dark side of the luxury industry to uncover all the secrets that Prada, Gucci, and Burberry don't want us to know. *Deluxe* is an uncompromising look behind the glossy façade that will enthrall anyone interested in fashion, finance, or culture.

Increasingly, luxury brands join forces with the arts today. Yet, these cross-over collaborations do not constitute a homogeneous strategy, but become manifest in manifold forms and appearances. Regardless of their growing practical relevance for the creation of contemporary luxury brands though, the varied forms of Luxury Brand-Art Collaborations

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(LBACs) have remained largely unexplored to date. Olga Louisa Kastner aims at systematizing the dominating collaborative patterns between luxury brands and the arts. She empirically derives distinct types of LBACs, based on methodically developed attributes and a large number of real cases. Finally, the author describes the main characteristics of the identified types and illustrates them by prototypical cases.

Develop a winning customer experience in the digital world Luxury consumers are changing – they come from all over the world, they are young and they are digital natives. How can luxury brands that have built themselves as pure physical players adapt their business model and practices to address their expectations without abandoning their luxury DNA? Luxury Retail and Digital Management, 2nd Edition sets focus on the major retailing challenges and customer evolutions luxury brands are facing today: the digitalisation and the emergence of the millennials and Chinese luxury consumers. These major changes have been affecting the distribution and communication channels of luxury brands; they now have to think simultaneously physical stores and e-commerce, global marketing and digital marketing. • Defines all the tools that are necessary to manage luxury stores including analysis of location and design concept • Explores the selection, training and motivation of the staff • Covers everything executives, managers and retail staff need to know in order to enter, expand, understand and succeed in the world of luxury retail Written by luxury retail experts Michel Chevalier and Michel Gutsatz, who lend their solid academic credentials and professional expertise to the subject, Luxury Retail and Digital Management, 2nd Edition provides deep insight into the main challenges that luxury brands are facing in this digital age.

The Luxury Strategy

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Connect with Affluent Customers, Create Unique Experiences Through Impeccable Service, and Close the Sale

The Road to Luxury

A Challenge for Theory and Practice

Research Handbook on Luxury Branding

International Luxury Brand Strategy

Deluxe

This new book focuses on the analysis of the online strategy and development of the luxury industry, tracing the evolution of the Internet from a means of communication to a trade and distribution channel. The author provides a comprehensive evaluation and a critical assessment of the tactics required for the management of luxury brands online.

The amount and range of brand related literature published in the last fifty years can be overwhelming for brand scholars. This Companion provides a uniquely comprehensive overview of contemporary issues in brand management research, and the challenges faced by brands and their managers. Original contributions from an international range of established and emerging scholars from Europe, US, Asia and Africa, provide a diverse range of insights on different areas of branding, reflecting the state of the art and insights into future challenges. Designed to provide not only a comprehensive overview, but also to stimulate new insights, this will be an essential resource for researchers, educators and advanced students in branding and brand management, consumer behaviour, marketing and advertising.

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The marketing of luxury brands is a highly complex and difficult task and differs strongly from

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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 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 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 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. Most consumers of luxury products and services use them as status symbols – symbols of success. However, the definition of success – and the way it is perceived by others – is changing. Increasingly, consumers want the brands they use to address growing concerns that luxury products invariably come at a heavy social and environmental cost. The luxury industry faces its biggest challenge yet in satisfying an emerging demand of successful consumerism – products that meet high environmental, social and ethical standards. This collection sees internationally renowned fashion, luxury and sustainability experts come together to explore the challenges faced - and solutions developed - by luxury goods companies in sourcing, producing and marketing luxury products. Sustainable Luxury: Managing Social and Environmental Performance in Iconic Brands represents the most comprehensive collection of current writing on the nascent relationship between sustainability and luxury. It will be essential reading for academics researching sustainable development in the fashion and luxury

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industries and it will provide invaluable guidance for practitioners seeking the latest research to help them meet consumer demand for sustainable goods and services.

Managing Social and Environmental Performance in Iconic Brands

Rethinking Luxury Fashion

How Luxury Brands Can Create Value for the Long Term

An International Guide

Advances in Luxury Brand Management

The Role of Cultural Intelligence in Creative Strategy

Selling Luxury

The fashion and luxury industries have been well-established for centuries, but the new disruptive digital environment is causing these industries to rethink their business case and adapt their brand offerings for consumers and experiences both online and offline, mixing physical place and digital space: phygital. This exciting new text, the first on this timely subject, written by an expert author explores the current malaise and offers ways forward through a mixture of research and practice-led examples.

This innovative volume brings together contributions from leading experts in the study of luxury to present the full range of perspectives on luxury business, from a variety of social science approaches. Topics include conceptual foundations and the evolution of the luxury industry; the production of luxury goods; luxury branding and marketing; distributing luxury; globalization and markets; and issues of morality, inequality, and environmental sustainability. The Oxford Handbook of Luxury Business is a necessary resource for all

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students and researchers of the field as well as for forward-thinking industry professionals.

Uncovers the truth about luxury brand marketing and shows that like any other commercial brand, they manipulate and influence their customers with traditional commercial techniques. Full of case studies and practical tools for understanding luxury brand marketing the author provides frameworks to help companies with their own branding strategy

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 figures in the field Includes rigorous academic data, including information on the business attractiveness and appropriateness of various country markets Examines strategies and success factors of key players, and insight into the systems and operations, retail, distribution and e-commerce, emerging markets and

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emerging brands, as well as management styles For professionals in the luxury industry, as well as those studying it or investing in it, The Road to Luxury presents a complete and information-packed resource covering virtually every aspect of this growing sector. This book addresses the No 1 challenge of all major luxury brands today: How can these brands pursue their growth yet remain luxury? How do you reconcile growth and rarity? Kapferer on Luxury offers a selection of the most recent and insightful articles and original essays on the luxury growth challenge from Jean-Noël Kapferer, a world-renowned luxury analyst. Each chapter addresses a specific issue relating to the luxury growth challenge such as sustaining the 'luxury dream', adapting the internet to luxury demands, re-widening the gap with premium brands' competition, and the importance of non-delocalization. It also explores in detail facing the demand of the Chinese clients, rising sustainable quality and experiential standards, developing real luxury services and managing luxury brands within groups without diluting their equity and more. As such, Kapferer on Luxury is the perfect and timely resource for luxury executives, communication managers, luxury observers and advanced students willing to deepen their understanding of this major luxury challenge.

Developing Customer Experience in a Digital World

How Luxury Lost Its Luster

The Bling Dynasty

Luxury Brand Management in Digital and Sustainable Times

Luxury Brand Management

Proceedings of the 2019 AMS World Marketing Congress (WMC)

Learn about the luxury brand industry from the inside out with this masterful and insightful resource The newly revised Fourth Edition of Luxury Brand Management in Digital and Sustainable Times delivers a timely re-examination of what constitutes the contemporary luxury brand landscape and the current trends that shape the sector. Distinguished experts and authors Michel Chevalier and Gerald Mazzalovo provide readers with a comprehensive treatment of the macro- and micro-economic aspects of management, communication, distribution, logistics, and creation in the luxury industry. Readers will learn about the growing importance of authenticity and sustainability in the management of fashion, perfume, cosmetics, spirits, hotels and hospitality, jewelry, and other luxury brands, as well as the strategic issues facing the companies featured in the book. The new edition offers: A new chapter

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on the “Luxury of Tomorrow,” with a particular focus on authenticity and durable development A completely revised chapter on “Communication in Digital Times,” which takes into account the digital dimension of brand identity and its implications on customer engagement activities and where the concept of Customer Journey is introduced as a key marketing tool A rewritten chapter on “Luxury Clients” that considers the geographical changes in luxury consumption Considerations on the emerging notion of “New Luxury” Major updates to the data and industry figures contained within the book and a new section dedicated to the hospitality industry New semiotic analytical tools developed from the authors’ contemporary brand management experiences Perfect for MA and MBA students, Luxury Brand Management also belongs on the bookshelves of marketing, branding, and advertising professionals who hope to increase their understanding of the major trends and drivers of success in this sector. Using the field of material culture as its methodological

departure point, this Palgrave Pivot explains the strategic advantages that brands can set in place when their executives are fully in command of how to move from strategy to tactics. Specifically, it studies the brands, their products and signature experiences as well as their relationship with the consumer in an attempt to define the greater powers that have pushed fashion labels in and out of fashion. It focuses on case analysis of specific luxury fashion brands and attempts to link those to the greater context of material culture while also elaborating on theoretical discussions. Bridging theory and practice, this book explores the relationship between creative strategy and cultural intelligence.

The Brand Challenge provides a comprehensive and topical examination of the application of branding across a variety of sectors including luxury goods, finance and not-for-profit; it proves essential reading for anyone involved in branding decisions or wanting to know more about the branding process. Edited by leading brand analyst Kartikeya

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Kompella, The Brand Challenge explains the nuances of building brands in different industries with a chapter devoted to each to give the reader the most up-to-date understanding of how to apply brand theory. It contains original contributions from many of the world's leading brand experts who lift the veil on brand building in their specific sector. The book encourages readers to apply practices from one category to another to foster innovation in brands and successful brand building. Contributing authors: Al Ries (focus), Tony Allen (identity), Peter Fisk (innovation), Allen Adamson (brand), Professor Jean-Noël Kapferer (luxury), Jesko Perrey (retail), Thomas Meyer (retail), Simon Glynn (B2B), Michael D'Esopo (B2B), Professor Walter McDowell (TV), Mike Symes (finance), Jocelyne Daw (non-profit), Professor Joseph Hancock (fashion), Professor John O'Neill (hospitality), Jeremy Hildreth (city), JT Singh (city), Howard Breindel (technology), Sue Bridgewater (football)

The Luxury Strategy, written by two world experts on the

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subject, provides the first rigorous blueprint for the effective management of luxury brands and companies at the highest level. It rationalizes those business models that have achieved profitability and unveils the original methods that were used to transform small family businesses such as Ferrari, Louis Vuitton, Cartier, Chanel, Armani, Gucci, and Ralph Lauren into profitable global brands. By defining the differences between premium and luxury brands and products, analysing the nature of true luxury brands and turning established marketing 'rules' upside down, it has established itself as the definitive work on the essence of a luxury brand strategy. This fully revised second edition of The Luxury Strategy explores the diversity of meanings of 'luxury' across different markets. It also now includes a section on marketing and selling luxury goods online and the impact of social networks and digital developments, cementing its position as the authority on luxury strategy. This volume explores the interconnection of social,

political, technological and economic challenges that impact consumer relationships, new product launches and consumer interests. Featuring contributions presented at the 2019 Academy of Marketing Science (AMS) World Marketing Congress (WMC) held in Edinburgh, Scotland, the theme of this proceedings draws from the Scottish Enlightenment movement of the mid-Eighteenth Century, which centered on ideas of liberty, progress and the scientific method. The core values of this movement are being challenged by the rapidly changing, globally shifting and digitally connected world. The contributions presented in this volume reflect and reframe the roles of marketers and marketing in incorporating and advancing the ideas of the Scottish Enlightenment within contemporary marketing theory and practice. Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy

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offers conferences, congresses, and symposia that attract delegates from around the world. Presentations from these events are published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field. The series deliver cutting-edge research and insights, complementing the Academy's flagship journals, the Journal of the Academy of Marketing Science (JAMS) and AMS Review (AMSR). Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science.

Secrets of the Ueber-Brands

The Brand Challenge

Digital Luxury

Advanced Insights and Strategic Thinking

Digitalization in the Luxury Fashion Industry

Why the Reign of Chinese Luxury Shoppers Has Only Just Begun

Enlightened Marketing in Challenging Times

The luxury fashion industry is one of the best performing and fastest

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growing industries in today's business landscape, and is set to continue expanding over the next years. Exploring the effects of digitalization, this book aims to increase our understanding of the key drivers of internal growth and competitiveness in luxury fashion firms. With a focus on the development of new brand strategies brought about by digitalization, the author outlines the need for business models to be redesigned in order to make use of social media and satisfy Millennial consumers. Offering case studies on leading luxury fashion brands, this timely book evaluates new digital technologies and strategies including omnichannel marketing, 3D printing and smart textiles. A must-read for those researching digital marketing and branding, as well as luxury or fashion management, this book provides a much-needed and up-to-date analysis of a successful and digitally aware industry.

Unique and timely, this Research Handbook on Luxury Branding explores and takes stock of the current body of knowledge on luxury branding, as well as offering direction for future research and management in the field. Featuring contributions from an international team of top-level researchers, this Handbook offers analysis and discussion of the profound socioeconomic, psychological, technological and political changes that are affecting the luxury industry, and that will continue to shape its future.

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Real Luxury examines what a 'luxury brand' is from economic, sociological and psychological standpoints. It spells out the challenges the industry is facing and puts forward a new, practical model aimed at reviving and protecting luxury brands, based on the authors' hands-on experience in the industry.

Despite being vastly different both socially and economically, art and fashion are increasingly converging to collaborate in mutually advantageous ways. This book discusses the mutual benefits of collaboration through analysis of successful case studies, including corporate art collections and museums, patronage and sponsorship initiatives, and art-based brand management in the fashion sector. It provides a categorization of the strategies that fashion firms employ when they join the art world and illustrates how art and fashion brands can interact strategically at different levels. This book will be a valuable resource to researchers, providing an enhanced understanding of the potential of artification for managing brands and products.

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

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impacts their 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 multifaceted contributions by authors from different parts of the world will offer both a research and management perspective of luxury marketing and deliver a concentrated body of knowledge with contributions from diverse elements.

Uses, Interpretations, and Images

The Luxury Strategy, 2nd Edition

A World of Privilege

Building Consumer-Brand Relationship in Luxury Brand Management

The Routledge Companion to Contemporary Brand Management

Rumors

Styles, Systems, Strategies

What makes someone covet a Kelly bag? Why are Cirque Du Soleil or Grey Goose so successful despite breaking all the conventions of their categories?

What does Gucci's approach to marketing have in common with

Nespresso's? And why do some people pay a relative fortune for Renova

toilet paper or Aesop detergent even though they hardly ever 'advertise' and seem to have none of the 'functional performance advantages' conventional

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marketers would seek to demonstrate? Prestige brand experts JP Kuehlwein and Wolfgang Schaefer have dedicated themselves to studying what drives the success of prestige brands. Rethinking Prestige Branding collects their insights. Uncovering the secrets of why and how some brands are created more equal than others, Rethinking Prestige Branding includes over 100 case studies from Apple and Abercrombie & Fitch to Tate Modern and Tesla. Rather than re-telling brand success stories or re-hashing long-standing marketing principles, it takes readers on a colourful journey behind the scenes of today's marketing pros. This book will fascinate marketing professional just as much as those who are simply curious as to how premium brands tick.

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

In Future Luxe: What's Ahead for the Business of Luxury, Erwan Rambourg identifies the major forces and emerging trends that are set to reshape luxury over the next decade. The expansion of Chinese consumption and the boost in women's spending power around the world will fuel continued

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growth in the industry--but even more importantly, fundamental changes are on the horizon. The younger generation is entering the luxury market, bringing new values and demands that will redefine the very meaning of luxury. The sector should expand in the realms of travel, health, leisure, even cannabis. For brands to resonate with these younger consumers they will have to develop substance beyond a high-quality product or a desirable logo. Greenwashing won't cut it--brands will need to take seriously issues like diversity, sustainability, and ethical production. To ensure his portrait of the industry has the depth and nuance of real-world experience, Ramboourg interviews several CEOs from the largest groups and brands, including Kering, Cartier, Puma, and Moncler, in addition to drawing on his own observations from over two decades in luxury. Future Luxe is engaging, wise, and deeply informed, a vital read for those new to the industry as well as veterans planning for continued success.

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 one that embraces enrichment and experiences for the consumers. This evolution creates challenges for luxury brands and for the managers of luxury brands. Building Consumer-Brand Relationship in

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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 luxury brands and their sustainability in a 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.

Why the luxury market's fate rests in Chinese wallets The media has negatively focused on the Chinese political administration clamping down on gifting. Observers have come to doubt the strength of Chinese consumption as the key driver for luxury. The Bling Dynasty illustrates how doubts about Chinese consumption are ill-founded and Chinese luxury demand is on the cusp of becoming dominant. This book contains the research and expert views companies need to understand and address the new challenges posed by this dominance. Each chapter brings a different perspective, covering complex aspects of luxury consumption, with illustrations and real-world examples that support the research. Readers will gain insights through interviews with brand executives, retailers, experts, and consumers. As an

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economic heavyweight, China is fast realizing its role in the luxury market. Chinese consumers should be accounting for more than a third of the global luxury market today, and half, if not more, in ten years' time. The Bling Dynasty runs counter to the conventional wisdom that expanding sectors become more global. Luxury is actually becoming over-dependent on Chinese sales. Readers will: Understand how Western brands developed in Asia and the challenges they are met with, notably ubiquity Learn why Chinese are purchasing luxury items abroad and what it means for the future of the sector Gain insights on why there are no Chinese luxury brands challenging Western models Realize that Chinese consumers are becoming similar to their American peers and that luxury competition goes way beyond pre-conceptions China's big spenders are increasingly mobile and this is affecting key markets. The Bling Dynasty provides new research and a comprehensive look at the booming business of luxury and the Chinese wallet.

Rethinking Prestige Branding

Luxury Fashion Branding

Luxury Online

Brands and the Culture of Excellence

Adapting Branding to Sectorial Imperatives

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Shattering the Illusions of the Luxury Brand The Management of Luxury

The definitive guide to managing a luxury brand, newly revised and updated What defines a luxury brand? Traditional wisdom suggests that it's one that's selective and exclusive—to such a degree that only one brand can exist within each retail category (automobiles, fragrances, cosmetics, etc.). But this definition is inherently restrictive, failing to take into account the way in which luxury brands today are increasingly identified as such by their placement in stores and how consumers perceive them. This revised and updated edition of Luxury Brand Management, the first comprehensive book on luxury brand management, looks at the world of branding today. Written by two renowned insiders, the book builds on this new, broader definition of luxury and examines more than 450 internationally known brands from a wide range of industries. Packed with new information covering the financial crisis's impact on luxury brands, and looking towards a new period of growth, the book reconciles management, marketing, and creation with real-life examples and management tools that the authors have successfully used in their professional careers. Includes dedicated chapters focusing on each of 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 that can make or break bottom lines and affect brand perception,

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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 luxury management in various sectors, this new edition of the classic text on brand management is essential reading for anyone working with or interested in making the most of a luxury brand in the post-recession world.

Future Luxe

The Past, Present and Future of Luxury Brands

Strategic Branding for Millennial Consumers

Lessons from the world of luxury in selling high quality goods and services to high value clients

Kapferer on Luxury

The Artification of Luxury Fashion Brands

Luxury Retail and Digital Management