



## Luxury Strategy in Action

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**Luxury Strategy in Action** From Brand: Palgrave Macmillan

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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### Editorial Review

#### Review

'The Luxury Industry has dramatically changed over the last 10 years, becoming significantly more complex. Luxury Strategy in Action is a compilation of practical, clear and effective tools to manage luxury goods and services in the 21st century. Written

by leading professionals, this book enables the reader to overcome many preconceived ideas and go straight to the heart of the subject. This book should be essential reading for professionals, students and anyone who loves Luxury and Fashion.' Richard Mille, founder and CEO of Richard Mille

'What is racing if not an extreme form of luxury? Very few people in the world can indulge in such an activity. Racing is to the automotive world the equivalent of the ultimate luxury item: for a few select, privileged individuals indulging themselves. The extreme technology, the vivid images, the speed and loud sounds all contribute to make racing the ultimate automotive experience, and after all aren't ultimate experiences what luxury is all about? I invite you to take the extraordinary race in luxury management provided by Luxury Strategy in Action.' Amato Ferrari, owner of AF Corse four times FIA GT world champion with Ferrari

'Too often considered as the last link of the chain, the distribution channel remains the success key for luxury products. You can have the best products, the best communication, but if you don't have the right channel to the consumer, the rest is useless. Moreover distribution is no longer just a window but also a communication leverage for the brand image and environment. Luxury Strategy in Action is a must read from this perspective.' Manuel Mallen, CEO, Baume & Mercier, France

'Given how Indian fashion designers and jewellers of today have transformed traditional garment craftsmanship into luxury couture, and ancient techniques into refined jewellery, we get a sense of the dynamic Indian lifestyle. However, at the same time we view the difficulty of organising it in a fast growing economy and the obvious need for a structured Indian luxury retail market. Luxury Strategy in Action offers great insights into the complexity of the luxury industry and a source of applied knowledge to our emerging Indian luxury retail market. Well researched and a good read for anyone who wishes to operate in this market.' Ruchita Sharma, CMO, Swarovski India

'A special guided trip of luxury strategy for connoisseurs of the third degree.' Aman Nath, founder, Neemrana Hotels, India

#### About the Author

Jonas Hoffmann holds a Doctorate in Marketing from the University of Grenoble – France. Associate Professor of Marketing at SKEMA Business School, he teaches at the MSc Luxury and Fashion Management in France and China. He has an extensive experience in consulting and executive training; he has also written several articles about marketing, innovation and the luxury industry.

Ivan Coste-Manière holds a PhD in Chemistry. He has an extensive experience in the luxury industry; he has created 8 companies in the fragrance, watches and marketing sector. He is currently Professor of Marketing at SKEMA Business School and the Director of the Master of Science in Luxury and Fashion Management.

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#### **Carol Welch:**

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#### **Olga Andres:**

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