



Inside Luxury

The growth and future of the luxury industry: A view from the top

M. Eugenia Giron

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Description

Despite the recent economic crisis experienced globally, the luxury industry has continued to grow through a combination of marketing, repositioning and targeting new/emerging markets. This book, written by an experienced practitioner in the sector, examines how luxury has grown and what the future lies for it.

The results of a recent study shows that brands classed as luxury enjoy greater resistance in stagnant markets and are actually growing in emerging markets (such as China and India). This book examines the distinguishing features of a luxury brand and the positioning strategies of leading companies. It looks at the implications of environmental issues and how luxury companies are cleverly incorporating that into their brands. The book provides important management and marketing lessons for companies from all sectors.

About the author

M. Eugenia Giron has worked extensively in the luxury sector, including at Loewe where she was responsible for strategic planning. She lectures at the ESADE Business School.

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