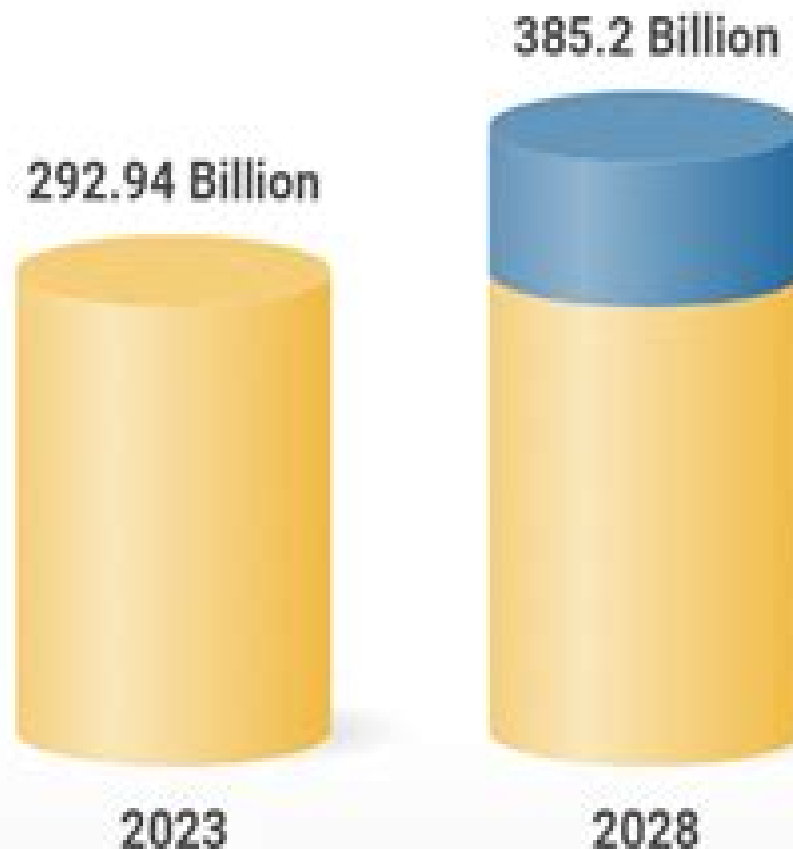


Global Luxury Goods Market

Market forecast to grow at a CAGR of 5.6%



Luxury Goods Worldwide Market Study

Svetlana Jacmeniova-Ottweiler



Luxury Goods Worldwide Market Study:

Luxusmarkenmanagement Werner M. Thieme, 2016-12-06 Dieses Handbuch gibt einen Überblick über die Grundlagen und Besonderheiten der Luxusmarkenführung. Luxusunternehmen stehen kontinuierlich vor der schwierigen Aufgabe, ihre starken von traditionellen Werten und handwerklicher Perfektion geprägten Luxusmarken innovativ und nachhaltig weiterzuentwickeln. Dafür ist es notwendig, die geeigneten Anpassungen vorzunehmen sowie die richtige Balance zu finden zwischen Tradition und Innovation und zwischen Exklusivität und Zugänglichkeit der Luxusmarke. Damit der luxury dream wirksam werden kann, hat das Management und Marketing besonderen Regeln zu folgen. Die Darstellung dieser Spezifika sowie der Erfolgsfaktoren des Luxusmarkenmanagements ist das Ziel dieses Buches. Renommierete Autoren aus Wissenschaft und Praxis nehmen in 28 Beiträgen aus internationaler Perspektive Stellung zu aktuellen Herausforderungen und vermitteln mit welchen Strategien und Instrumenten ein erfolgreiches Management der Luxusmarke möglich ist. *Marketing*

Luxury Services Miguel Angelo Hemzo, 2023-04-26 This textbook discusses luxury marketing management considering the broader range of 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, Promotion, and Price, in addition 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 exploration of 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 main players and relevant industry trends. It then discusses marketing strategies as applied to the luxury market, including market identification, brand communication, product positioning, pricing, flow of goods, foreign market entry, and more. With contributions from luxury marketing practitioners to offer practical knowledge as well as real world cases studies, this textbook will equip students with a comprehensive understanding of marketing in the luxury industry and the tools necessary to be successful in the management of luxury brands. *Fashion-Retailing in der Luxusgüterbranche: Die Attraktivität des russischen Luxusmarktes* Svetlana

Jacmeniova-Ottweiler, 2013-08 Wie die durchgeführte Analyse zeigt, ist die ökonomische Bedeutung der Luxusgüterbranche in den letzten Jahrzehnten sehr gestiegen. Auch Russland hat nach dem deutlichen Umsatzeinbruch in der Nachkrisenzeit an seiner Attraktivität für internationale Luxus Fashion Betreiber nicht verloren. Der russische Luxus Markt ist und bleibt ein sehr lukratives, aber immer noch ziemlich kompliziertes Investitionsziel. Dem steigenden verfügbaren Einkommen, den positiven gesellschaftlichen Veränderungen, den gut ausgebildeten Arbeitskräften sowie der Konsumfreudigkeit und Vorliebe des russischen Konsumenten, sich hochwertig und wirkungsvoll zu kleiden, stehen eine schwach ausgebaute Infrastruktur, ein Mangel an hochwertigen Handelsflächen und vielfältige bürokratische Handlungshemmnisse entgegen. Zwar hat die russische Regierung mit einem Antikorruptionsgesetz von 2010 mehrere Problemfelder in Angriff genommen, jedoch bleiben

Zollabfertigung und andere bürokratische Verfahren auch heute zeitraubend und diffizil. Da aber der russische Luxus Markt große Potentiale aufweist, lassen sich die internationalen Luxus Betreiber nicht abschrecken. Für die kommenden Jahre ist zu erwarten, dass die prognostizierte steigende Kaufkraft und die Nachfrage nach Luxusprodukten weiterhin wachsen werden. Doch schon jetzt ist sicher, dass eine tief verwurzelte Neigung zur Luxusnachfrage bei russischen Konsumenten die Entwicklung des Retail Geschäftes im Luxus Segment ohne Zweifel rechtfertigt und dieser Ansatz weiter und mit immer flexibleren Konzepten lohnend ausgebaut werden kann. So soll dieses Buch einen Überblick über die Dynamik des russischen Luxus Fashion Marktes unter der Einbeziehung der daraus resultierenden Auswirkungen geben. Anhand der aktuellen Marktdaten werden die neusten Entwicklungen im Luxus Fashion Segment dargestellt. Abschließend werden die aktuellen Tendenzen auf dem russischen Luxus Fashion Markt vorgestellt.

Identitätsbasierte Luxusmarkenführung Christoph Burmann, Verena König, Jörg Meurer, 2012-12-22. Nach heutiger Auffassung folgt die Führung von Luxusmarken anderen Gesetzen als im Premium oder im Basismarkensegment, denn bei Luxusmarken röhren Faszination und Begehrlichkeit aus ihren mythisch aufgeladenen Markenidentitäten. Diese Markenidentitäten zu kreieren und die Marke auf der Basis dieser wesensprägenden Eigenschaften exklusiv und nachhaltig zu steuern, stellt eine zentrale Aufgabe im Luxussegment dar. Luxusmarken genießen eine ungebrochen hohe Nachfrage, müssen sich aber auch neuen Herausforderungen stellen, wie z.B. Vertrauenskrise, Social Media. Green Luxury. Renommiertere Autoren nehmen Stellung zu den Herausforderungen der Luxusmarkenführung und gewähren aus der Perspektive von Wissenschaft und Praxis in zugänglicher Weise ansprechende Einblicke.

E-Commerce im Luxusmarkensegment Lina Holthaus, Carmen Horn, Jens K. Perret, 2021-02-16. Die Digitalisierung ist fester Bestandteil der Gesellschaft und auch Luxusmarken spüren die Notwendigkeit eines digitalen Auftritts. Mittlerweile erwerben über die Hälfte der Luxus Konsumenten ihre Produkte regelmäßig über das Internet. Das Luxusmodeunternehmen Chanel lehnt bislang die Distribution des wichtigsten Teils des Produktportfolios über den E-Commerce ab. Mode, Schmuck und Uhren. In dieser Studie wird der Frage nachgegangen, wie Konsumenten der Luxusbranche zu der zunehmenden Digitalisierung des Luxussektors stehen und ob Chanel mit der aktuellen Strategie auch in Zukunft erfolgreich bleiben kann. Die Ergebnisse einer empirischen Studie zeigen, dass es sowohl unter aktuellen Kundinnen von Chanel als auch unter zukünftigen Kundinnen eine starke Abneigung gegen die zunehmende Digitalisierung vorliegt und ein Exklusivitätsverlust erwartet wird.

Grundlagen und neue Perspektiven des Luxustourismus Roland Conrady, David Ruetz, Marc Aeberhard, 2019-08-07. Dieses Buch betrachtet das Phänomen des Luxustourismus aus vielen Perspektiven. Reisen bildet den Zeitgeist einer Epoche ab. Gerade in den vergangenen zwei Jahrzehnten hat sich durch die Digitalisierung und die hohe Verfügbarkeit von Billigreisen ein neues Konsummuster herausgebildet. Der Luxustourismus ein bislang wenig erforschtes Phänomen, das die Herausgeber und Autoren dieses Buchs ausführlich beschreiben. Ein besonderes Augenmerk liegt auf den Trends, die den Luxusmarkt in Zukunft prägen werden, aber auch auf konkreten Maßnahmenempfehlungen für

Luxusanbieter Leading Edge Beispiele aus den wichtigsten Segmenten des Tourismusmarktes runden dieses Werk ab und machen es zu einer Orientierungshilfe für unternehmerische Entscheidungen Die Autoren der einzelnen Fachbeiträge sind anerkannte Wissenschaftler und renommierte Führungskraften Tourismus Experten geben Ihnen neue Einblicke Zur Betrachtung dieses Themenkomplexes konnten die Herausgeber dieses Werks zahlreiche Experten aus dem Umfeld des Kongresses der Internationalen Tourismus Börse ITB gewinnen die Ihnen grundlegende Analysen und Informationen zu aktuellen Luxustrends und Diskussionen liefern Entwicklung der Makroumwelt des Tourismusmarktes Analyse des Phänomens Luxus Verhaltenswissenschaftliche Erklärungen des Luxuskonsums Marketingmanagement von Luxusanbietern Luxus und Tourismusangebot Luxusrelevanz ausgewählter Megatrends im Tourismus Analyse und Zukunftsperspektiven von Luxusmerkmalen Eine Empfehlung für Laien und Praktiker Abgerundet wird dieses Buch durch Leading Edge Beispiele und Case Studies aus dem Bereich des Luxustourismus die Ihnen Impulse für die Praxis geben Dadurch empfiehlt sich dieses Luxustourismus Buch besonders für Praktiker wie Führungskräfte sowie Mitarbeiter von Reiseveranstaltern Studierende oder Auszubildende in der Tourismusbranche Leser die sich für Tourismusentwicklungen sowie Strategiekonzepte interessieren

Research Handbook on Luxury Branding Felicitas Morhart, Keith Wilcox, Sandor Czellar, 2020-04-24 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

The Luxury Economy and Intellectual Property Haochen Sun, Barton Beebe, Madhavi Sunder, 2015-08-26 Intellectual property law plays a pivotal role in ensuring that luxury goods companies can recoup their investments in the creation and dissemination of their copyrighted works trademarked logos and patented designs In 2011 global sales for luxury goods reached about 250 billion and consumers in East and Southeast Asia accounted for more than 50 percent of that figure The rapid expansion of the market has prompted some retailers to wield intellectual property against the influx of imitators and counterfeiters The Luxury Economy and Intellectual Property comprehensively explores the rise of the luxury goods economy and the growing role of intellectual property in creating sustaining and regulating this economy Leading scholars across various disciplines critically consider the industry its foundational intellectual property laws and the public interest and social concerns arising from the intersection of economics and law Topics covered include defining the concept of luxury the social life of luxury goods concerns about distributive justice in a world flooded by luxury goods and knockoffs the globalization of luxury goods and the economic social and political ramifications of the meteoric rise of the Asian luxury goods market

The Emerald Handbook of Luxury Management for Hospitality and Tourism Anupama S. Kotur, Saurabh Kumar Dixit, 2022-01-25 The Emerald Handbook of Luxury Management for Hospitality and

Tourism brings together global philosophies principles and practices in luxury tourism management exploring the changing paradigms of the upcoming post pandemic global luxury travel market

Global Marketing Strategies for the Promotion of Luxury Goods Mosca, Fabrizio, Gallo, Rosalia, 2016-03-31 Vast markets for high symbolic value goods serve as an expansive worldwide arena where luxury brands and products compete for consumer attention As global luxury markets have grown and continue to grow uncovering successful methods for maintaining brand image and consumer desire is critical to the success of high end brands Global Marketing Strategies for the Promotion of Luxury Goods explores the latest promotional trends business models and challenges within the luxury goods market Focusing on strategies for achieving competitive advantage new market development as well as the role of the media in luxury brand building this timely reference publication is designed for use by business professionals researchers and graduate level students

The Oxford Handbook of Luxury Business Pierre-Yves Donzé, Véronique Pouillard, Joanne Roberts, 2022 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 students and researchers of the field as well as for forward thinking industry professionals

Research Methods in Luxury Management Michael J. G. Parnwell, Kelly Meng, 2023-07-13 This is one of the first textbooks to explore the research process within the specific context of luxury brand management It adopts a case rich approach informed by original research to guide the reader through the various stages of the research process from conception to completion and application Beginning with a summary of past and present research in the field of luxury the book then outlines the fundamental principles of research paying particular attention to representativeness and contextualisation before guiding readers through the intricacies of research design Further topics include the nature of data in the field of luxury the research challenges facing luxury practitioners quantitative and qualitative research methods for luxury brand management specialists analytical techniques and guidance for presenting and applying research findings within the luxury environment Real world examples and case studies are provided in each chapter and the book rounds off with some review challenges and problem solving exercises to facilitate self learning Research Methods in Luxury Management is essential reading for postgraduate and advanced undergraduate courses in luxury brand management luxury marketing and luxury strategy It will also be a useful tool for practitioners and problem solvers within and beyond the luxury industry

Marketing Opportunities and Challenges in a Changing Global Marketplace Shuang Wu, Felipe Pantoja, Nina Krey, 2020-06-15 This proceedings volume explores marketing opportunities and challenges that exist in the current fast changing landscape of the global marketplace Current global issues such as the rising middle class in emerging markets disruptive technological breakthroughs big data analytics

changing consumer habits and concerns over national trade policies have renewed ethical concerns around consumer privacy and the tools companies use to operate market to connect and build a relationship with their customers

Featuring the full proceedings from the 2019 Academy of Marketing Science AMS Annual Conference held in Vancouver Canada this book explores and assess the rate of change that drives companies to evaluate and adapt their marketing strategies to remain competitive

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

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Handbook of Research on Global Fashion Management and Merchandising Vecchi, Alessandra, 2016-05-03

Innovation and novel leadership strategies have aided the successful growth of the fashion industry around the globe

However as the dynamics of the industry are constantly changing a deficit can emerge in the overall comprehension of industry strategies and practices

The Handbook of Research on Global Fashion Management and Merchandising explores the various facets of effective management procedures within the fashion industry

Featuring research on entrepreneurship operations management marketing business modeling and fashion technology this publication is an extensive reference source for practitioners academics researchers and students interested in the dynamics of the fashion industry

Fashion & Luxury Marketing Michael R. Solomon, Mona Mrad, 2022-04-14

Written by marketing experts this authoritative and comprehensive full colour textbook made up of both accessible research and theory real world examples and case studies including Prada Gucci and Burberry provides students with an overview of the global fashion industry and fashion marketing strategy branding communications retailing and distribution as well as the psychological factors involved in consuming fashion and luxury

The role of social media celebrities and influencers such as Kim Kardashian and Lil Miquela are discussed as is the ever increasing role of ethical fashion and sustainability

The authors also offer an expanded view of fashion and luxury by moving beyond just clothing and apparel to include other fashionable and luxurious products and services including technology

Packed with attractive visuals from fashion and culture and accompanied by chapter summaries questions and exercises this textbook is essential reading for students studying fashion luxury marketing management retailing branding and communications

Also provided for educators are supporting PowerPoint slides and an instructor's manual to support use of the textbook with students

Suitable for Fashion Marketing Fashion Consumer Behaviour modules as well as a general text for Fashion Marketing programmes

The text will also appeal to Luxury programmes MBA etc and Retail Marketing modules

UG

Styling Shanghai Christopher Breward, Juliette MacDonald, 2020-01-23 Styling Shanghai is the first book dedicated to exploring the city's fashion cultures examining its growing status as one of the world's foremost fashion cities. From its origins as an international treaty port in the 19th century, Shanghai has emerged as a global leader in the production, mediation, and consumption of fashion. This book reveals how the material and imaginative context of this thriving urban centre has produced vivid interpretations of fashion as object, image, and idea. Bringing together contributions by a range of leading international fashion historians and theorists and drawing on extensive original research, Styling Shanghai offers an interdisciplinary analysis of the mega-city's shifting position as a fashion capital. Rooted in collaboration between leading UK, Australian, and Shanghai-based institutions, it considers the impact of local and global textile manufacturing, the representation and marketing of Shanghai Style, bodies and gender in the Paris of the East, and the challenges of globalization, commercialization, and digital communication in contemporary Shanghai. Fundamental and Applied Scientific Research in the Development of Agriculture in the Far East (AFE-2022) Khasanov Sayidjakhon, Zokirjon ugli, Aleksei Muratov, Svetlana Ignateva, 2024-02-09 The scope of this book is cyber-physical systems used for the sustainable development and productivity of the agricultural sector. The book contains proceedings of the conference Fundamental and Applied Scientific Research in the Development of Agriculture in the Far East AFE-2022 Tashkent, Uzbekistan. The results of research in the following areas are presented here: software as a service solutions for orchard management; ICT components of Smart Agriculture; SA farm management platforms; yield monitoring and estimation; IoTs in farming; water management and smart agriculture machines. The book contains information on the latest technologies in precision agriculture, including real-time technology and big data analytics; fertilizer and sprayer controllers; robotics; variable rate irrigation networks; and remote sensing technologies, etc. The research results presented in the book help in making the right decisions about the allocation of resources in agricultural systems. *Circular Economy and Re-Commerce in the Fashion Industry* Shrivastava, Archana, Jain, Geetika, Paul, Justin, 2020-06-19 The apparel industry has the scale, reach, and technical expertise to deliver on target sustainable development goals within the industry's sphere of influence in its interconnected global and local value chains. From the farm to the consumer, the textile retail and apparel production industry has an array of economic, environmental, social, and governance impacts. In order to meet sustainable goals, the industry is challenged to buy and produce goods and services that do not harm the environment, society, and the economy. Circular Economy and Re-Commerce in the Fashion Industry is a pivotal reference source that explores and proposes solutions for best practices to meet sustainable development goals in the fashion industry and provides guidelines for assessing the technological landscape and modeling sustainable business practices. Highlighting a wide range of topics, including digital marketing, consumer behavior, and social and legal perspectives, this book is ideally designed for suppliers, brand managers, retailers, multinational investors, marketers, executives, designers, manufacturers, policymakers, researchers, academicians, and students. *Travel and Lifestyle Mimi*

Li,Xiaoting Huang,Han Shen,2021-12-14 This engaging book presents nine empirical chapters that explore topics such as lifestyle entrepreneurship lifestyle mobility luxury experiences and tourism related well being Unlike most research focusing on Western contexts several of the studies involve Asian regions particularly China including Hong Kong and Taiwan and capture the growing popularity of Asian perspectives This edited volume authored by researchers across China New Zealand the US the UK and Portugal provides researchers and practitioners in tourism and hospitality along with readers interested in the general travel and lifestyle domain timely and relevant knowledge The editors hope that these carefully chosen chapters will inspire future studies and will give its readers a fresh insight in lifestyle s role in tourism The chapters in this book were originally published as a special issue of the Journal of Travel Tourism Marketing

Handbook of Research on the Evolution of IT and the Rise of E-Society Habib, Maki,2018-09-07 Rapid advancement in information and communication technologies have led to interconnected and predominately online interactions in the current era It is crucial for current organizations to adapt and integrate internet technologies to increase flexibility effective services and competitiveness The Handbook of Research on the Evolution of IT and the Rise of E Society is a pivotal reference source that provides vital research on the application of embedded and connected technology and its role in modern society While highlighting topics such as information privacy knowledge management and social media this publication explores the development and cultivation of e community in organizations as well as the methods of addressing interpersonal facilitation user friendly design and mobile accessibility This book is ideally designed for program developers computer engineers managers business professionals researchers and graduate level students seeking current research on the adoption and efficient usage formation and maintenance of internet and communication technology interaction

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