

Deluxe How Luxury Lost Its Luster

Deluxe How Luxury Lost Its Luster deluxe how luxury lost its luster In recent years, the world of luxury has undergone a significant transformation. Once synonymous with exclusivity, craftsmanship, and timeless elegance, many argue that the notion of true luxury has dimmed, leading to a phenomenon where luxury appears more accessible and less aspirational. This shift has sparked conversations about whether luxury has truly lost its luster or if it is simply evolving to meet modern expectations. In this comprehensive article, we explore the factors behind this decline, the implications for brands and consumers, and whether the essence of true luxury can ever be restored.

The Evolution of Luxury: From Exclusivity to Mass Accessibility

Historical Perspective on Luxury Luxury has historically been rooted in rarity, craftsmanship, and a sense of privilege. Ancient civilizations reserved certain goods and services for royalty and aristocrats. Over centuries, luxury evolved to represent not just status but also an appreciation of artistry and heritage. The luxury market was characterized by limited editions, bespoke services, and high-quality materials, making products desirable precisely because they were scarce.

The Modern Shift: Accessibility and Branding

Today, the landscape has shifted dramatically. Luxury brands have expanded their product lines, opening more stores worldwide and marketing aggressively through digital channels. This increased accessibility has made luxury items more attainable, blurring the line between luxury and mass-market products. While this expansion has driven revenue growth, many purists argue it has diluted the exclusivity that once defined luxury.

Factors Contributing to the Loss of Luxury's Luster

- 1. Overexposure and Brand Saturation** One of the primary reasons luxury has lost some of its shine is overexposure. Luxury brands now flood the market with new collections, collaborations, and limited editions, often releasing products in rapid succession. This saturation leads to:
 - Reduced perceived rarity
 - Increased accessibility, making products less exclusive
 - A sense that luxury is becoming a commodity rather than an aspiration
- 2. Fast Fashion and Consumer Culture** The rise of fast fashion has significantly impacted the perception of luxury. Consumers now expect quick turnaround times and low prices, which conflicts with the traditional values of craftsmanship and durability. This culture promotes disposable fashion, undermining the idea of investing in timeless luxury pieces.
- 3. Digital Age and Social Media Influence** Social media platforms like Instagram and TikTok have democratized fashion and luxury consumption. Influencers showcase luxury items daily, making high-end products seem ubiquitous. The constant stream of luxury

content: - Normalizes luxury products - Creates a culture of instant gratification - Diminishes the aura of exclusivity

4. Counterfeit and Gray Market Goods

The proliferation of counterfeit luxury goods and gray market sales reduces consumers' perception of authenticity and value. When luxury products are widely available through unauthorized channels, their exclusivity is compromised.

5. Changing Consumer Values

Millennials and Gen Z consumers prioritize experiences, sustainability, and authenticity over material possessions. This shift in values challenges traditional luxury brands to adapt or risk losing relevance, often leading to perceptions that luxury has become superficial or insincere.

Impacts of the Decline in Luxury's Luster

1. Brand Reputation and Value

Luxury brands face the challenge of maintaining their heritage and exclusivity while expanding their reach. Overexposure can lead to:

- Dilution of brand identity
- Reduced perceived value
- Challenges in commanding premium prices

2. Consumer Perception

Consumers may become skeptical of luxury brands, questioning authenticity and worth. The once-aspirational aspect of luxury diminishes when products appear everywhere.

3. Market Dynamics

A saturated luxury market leads to increased competition, price wars, and a potential devaluation of high-end goods. Brands must innovate to stand out in a crowded space.

3 Can Luxury Ever Fully Regain Its Luster? Strategies for Restoring Luxury's Prestige

While the decline in luxury's luster poses challenges, brands and consumers alike can adopt strategies to revive the true essence of luxury:

- Emphasize Heritage and Craftsmanship:** Highlighting artisanal skills and historical narratives can reinforce authenticity and exclusivity.
- Limit Editions and Scarcity:** Creating limited runs or bespoke services preserves rarity and desirability.
- Focus on Sustainability:** Incorporating ethical practices appeals to modern values while elevating brand integrity.
- Curate Experiential Luxury:** Offering personalized experiences rather than just products can deepen emotional connections.
- Maintain Controlled Distribution:** Carefully selecting retail channels preserves exclusivity and brand prestige.

Emerging Trends in Luxury

Innovative approaches are also shaping the future of luxury:

- **Digital Luxury and Virtual Goods:** Digital experiences and virtual fashion are becoming new frontiers for exclusivity.
- **Transparency and Authenticity:** Brands are sharing behind-the-scenes stories, emphasizing ethical sourcing and craftsmanship.
- **Customization and Personalization:** Offering bespoke options creates a unique experience, reinforcing the personal nature of true luxury.

The Role of Consumers in Reinforcing Luxury's True Value

Consumers play a pivotal role in shaping the future of luxury. Their expectations and purchasing behaviors influence brand strategies. To support the revival of authentic luxury:

- Invest in quality over quantity
- Prioritize brands with transparent practices and heritage
- Seek out limited editions and bespoke services
- Share stories of craftsmanship and ethics on social media
- Support local artisans and sustainable brands

Conclusion: A New Era for Luxury

Luxury has undeniably experienced a shift from its traditional roots of exclusivity and craftsmanship towards a more accessible and commercialized landscape. While this evolution has led to a perceived loss of luster, it also presents opportunities for brands to redefine what luxury means in the modern world. By focusing on authenticity, craftsmanship,

sustainability, and personalized experiences, the true essence of luxury can be preserved and even revitalized. Ultimately, luxury's future depends on a delicate balance—maintaining exclusivity and heritage while embracing innovation and consumer values. As the industry navigates this complex terrain, both brands and consumers have the power to shape a new chapter where luxury regains its shine, not through superficiality, but through genuine value and meaningful connections.

Question What are the main reasons luxury brands have seen a decline in their perceived exclusivity? The decline in perceived exclusivity is largely due to overexposure of luxury products through mass-market channels, the rise of counterfeit goods, and the proliferation of accessible luxury options that dilute the exclusivity associated with high-end brands. How has consumer behavior shifted in response to luxury brands losing their luster? Consumers are increasingly valuing authentic experiences, sustainability, and personalization over mere brand status, leading them to seek out niche or emerging brands that offer genuine exclusivity and ethical practices. In what ways have digital and social media contributed to the erosion of luxury's mystique? Digital platforms have democratized access to luxury content, allowing broader audiences to engage with luxury brands, showcase their purchases, and share experiences, which diminishes the aura of rarity and exclusivity traditionally linked to luxury. Are there any luxury brands successfully maintaining their prestige despite market challenges? Yes, brands like Hermès and Rolex continue to uphold their exclusivity through limited production, high-quality craftsmanship, and strategic marketing that emphasizes heritage and rarity, helping them retain their luxury status. What strategies can luxury brands adopt to restore their luster in a competitive and changing market? Luxury brands can focus on storytelling, limited editions, personalized services, and sustainable practices to reconnect with consumers, emphasizing authenticity and craftsmanship to differentiate themselves and rebuild their allure.

Deluxe: How Luxury Lost Its Luster In recent years, the term “luxury” has become ubiquitous, frequently invoked to describe everything from skincare products and fashion accessories to travel experiences and even everyday consumer goods. Once associated with exclusivity, craftsmanship, and a sense of rarity, luxury has undergone a profound transformation—one that has led many to wonder: has luxury lost its luster? In this comprehensive exploration, we'll dissect the multifaceted reasons behind this shift, examining the historical context, the impact of mass production, changing consumer expectations, the rise of "accessible luxury," and the cultural implications of this evolution.

--- **Historical Context of Luxury: From Rarity to Mass Appeal** Understanding how luxury has evolved requires a brief look at its historical roots.

Deluxe How Luxury Lost Its Luster 5 Traditionally, luxury goods were characterized by:

- **Exclusivity:** Items were produced in limited quantities, often reserved for royalty or the wealthy elite.
- **Craftsmanship:** Emphasis on artisanal skills, detailed handiwork, and high-quality materials.
- **Status Symbol:** Owning luxury items signified social standing and wealth.
- **Price Point:** High costs kept these goods out of reach for the masses, reinforcing their rarity.

Throughout the 20th century, luxury brands thrived on these principles, cultivating an aura of

mystique and desirability. Iconic houses like Louis Vuitton, Chanel, and Rolex positioned themselves as guardians of tradition, craftsmanship, and exclusivity. However, the advent of global capitalism, technological advances, and shifts in consumer culture began to erode these foundations in the late 20th and early 21st centuries. --- The Rise of Mass Production and Fast Fashion One of the most significant factors contributing to the decline of luxury's luster is the proliferation of mass production and fast fashion. While these industries are often outside the traditional luxury sphere, their influence has permeated perceptions of quality and exclusivity. Key aspects: - Speed and Accessibility: Fast fashion brands like Zara and H&M produce trendy apparel rapidly and at low costs, making fashion more accessible than ever. - Perceived Value Erosion: The quick turnover and low price points diminish the perception of craftsmanship and durability, traits historically associated with luxury. - Market Saturation: The abundance of similar-looking products dilutes brand uniqueness and exclusivity. - Counterfeit and Knockoff Culture: The widespread availability of cheap imitations undermines the allure of owning authentic luxury items. Impact on luxury brands: - Luxury brands have had to adapt by introducing their own "accessible luxury" lines, blurring the lines between high-end and mass-market. - The perception that luxury goods are now "more attainable" diminishes their status as rare, coveted items. --- Changing Consumer Expectations and Values Modern consumers, especially Millennials and Generation Z, have different attitudes toward luxury: Key shifts include: - Experience Over Ownership: Younger consumers prioritize experiences—travel, dining, events—over material possessions. This shift impacts luxury marketing, which now often emphasizes lifestyle experiences. - Authenticity and Ethical Production: There's increased demand for transparency, sustainability, and ethical sourcing. Consumers scrutinize the environmental and social impacts of their luxury purchases. - Value for Money: While some still seek exclusivity, many are more value-conscious, seeking a balance between quality and affordability. - Brand Engagement: Social media has democratized access to luxury narratives, allowing consumers to engage directly with brands and influencers, reducing the mystique. Result: Luxury brands that fail to adapt to these evolving values risk losing relevance and luster. Conversely, brands that emphasize authenticity, sustainability, and personalized experiences can revitalize their allure. --- The Emergence of "Accessible Luxury" and the Democratization of Opulence The concept of "accessible luxury" has gained significant traction, redefining what luxury means: - Definition: High-quality products that are more affordable and widely available, often through diffusion lines or collaborations. - Examples: - Michael Kors and Coach offering more affordable yet aspirational accessories. - Collaborations like Louis Vuitton x Supreme, blending streetwear with luxury. - Implications: - Dilution of exclusivity—luxury brands are more accessible but less rare. - The pursuit of "luxury for all" diminishes the mystique that once surrounded high-end brands. - Some purists argue this democratization cheapens luxury, turning it into a mass-market commodity. Pros and Cons: | Pros | Cons | |-----|-----| | Increased brand

exposure | Loss of exclusivity | | Broader consumer base | Potential brand dilution | | Revenue growth through volume | Reduced perceived prestige | --- Digital Transformation and Social Media's Role The digital age has revolutionized how luxury is perceived and consumed: - Instant Access: Consumers now view behind-the-scenes content, runway shows, and product launches in real-time. - Influencer Culture: Social media influencers promote luxury products, often blurring lines between authentic endorsement and commercial interests. - User-Generated Content: Consumers share their experiences, creating a democratized narrative that can both enhance and dilute luxury's mystique. - E-Commerce: Luxury brands have embraced online sales, expanding reach but also risking overexposure. Impact on luxury's luster: - The curated exclusivity of traditional luxury brands is challenged when products are just a click away. - The "fear of missing out" (FOMO) driven by social media can make luxury seem more accessible, reducing its rarity. - Conversely, some brands employ digital strategies to reinforce their heritage and craftsmanship, attempting to preserve desirability. --- Globalization and Cultural Shifts Global markets have expanded luxury's reach but also altered its perception: - Emerging Markets: Countries like China, India, and Brazil have become key luxury consumers, demanding tailored marketing approaches. - Cultural Appropriation and Insensitivity: Missteps in marketing or product design can tarnish brand images, impacting their perceived authenticity. - Mass Appeal vs. Cultural Significance: As luxury becomes more culturally integrated, it risks losing its status as a symbol of exclusivity. Cultural implications: - The traditional Western-centric view of luxury is evolving into a more diverse, global perspective. - The blending of cultural influences can enrich luxury design Deluxe How Luxury Lost Its Luster 7 but also challenge the notion of authenticity and heritage. --- Environmental and Ethical Challenges Modern consumers are increasingly concerned about sustainability and social responsibility: - Environmental Impact: The fashion and luxury industries face scrutiny over resource consumption, waste, and pollution. - Labor Practices: Ethical sourcing and fair labor practices are becoming non-negotiable for many buyers. - Transparency: Brands are expected to disclose supply chain details and sustainability initiatives. Consequences for luxury: - Failure to meet these expectations can lead to reputational damage and diminished desirability. - Brands investing in sustainable practices may regain some of the luster lost through traditional exclusivity, positioning themselves as forward-thinking and responsible. --- Can Luxury Regain Its Luster? Despite the challenges, there are pathways for luxury brands to restore their mystique: - Storytelling and Heritage: Emphasizing craftsmanship, history, and exclusivity can reinforce desirability. - Limited Editions and Collaborations: Creating exclusivity through limited runs or unique collaborations maintains rarity. - Personalization and Experience: Offering bespoke services and immersive brand experiences can deepen emotional connections. - Sustainability as Luxury: Positioning ethical practices as a form of modern luxury appeals to conscientious consumers. - Digital Innovation: Leveraging technology to provide unique digital experiences without overexposing products. --- Conclusion: The New Definition of Luxury The phrase

“luxury has lost its luster” captures a complex reality. While traditional markers of exclusivity and rarity have been challenged by mass production, digital democratization, and shifting cultural values, the essence of luxury continues to evolve. Today’s luxury is less about owning rare objects and more about authentic experiences, ethical values, and meaningful connections with brands. In this new paradigm, luxury is no longer solely defined by price or scarcity but by a holistic approach that combines craftsmanship, purpose, and storytelling. The brands that succeed will be those that recognize this shift and adapt, balancing heritage and innovation, exclusivity and accessibility, tradition and modernity. Ultimately, luxury’s luster may have dimmed in the eyes of some, but its potential to shine anew—if redefined thoughtfully—remains brighter than ever. luxury, exclusivity, opulence, consumerism, branding, status symbols, materialism, fashion, wealth, superficiality

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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 is 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

goes inside the workings of profit margins and market share to discover the fate of real luxury this book shows how far illustrious houses have moved from their roots it witnesses how these luxury handbags are no longer one in a million discovers why luxury brand clothing doesn't last as long and finds out just who is making your perfume

the first ever global history of luxury from roman villas to russian oligarchs a sparkling story of novelty excess extravagance and indulgence through the centuries

using image and film advertisements interviews social media and public and private archives luxury fashion and media communication offers an interdisciplinary approach to analyzing the value of the luxury object regular reports on consumption in media and frequent advertising on social media have allowed people all over the world to share in the issues and development of luxury but how is it communicated and how has it affected the consumer an international range of scholars explore the material and immaterial value and meaning of luxury how it is materialized and how it is communicated between the luxury industry and the consumer investigating french italian and spanish luxury brands and their communication strategies on the global market and including two chapters focusing specifically on the chinese and american markets they examine the ambiguity of the luxury commodity this volume shows particularly the conflicting narratives between the idea of exclusivity and human skills and their mass marketing in exploring theoretical perspectives alongside the practicalities of how luxury is communicated luxury fashion and media communication reveals the value of the luxury object and the consumer's behaviour in relation to that value it offers an innovative and important intervention in the inter-related fields of luxury fashion media and communication and key reading for scholars

students and practitioners wishing to explore the material and immaterial value of luxury

exploring 35 years of creative output this richly illustrated book offers an unprecedented look into giorgio armani s unique aesthetic corporate and cultural strategies more than any other designer armani best represents the global success of the made in italy label his impact is palpable not simply in women s fashion and red carpet glamour but is also inseparable from the evolution of the menswear industry written in a lively and accessible style the book includes thoughtful and provocative chapters exploring the evolution of the man s suit boutique culture in a global reality the influence of orientalism the designer s ambivalent relationship with the fashion press the business of vertical branding the use of the evening dress to construct the house s history power dressing for the modern woman the relationship between textiles film and the contours of masculinity the continued dialogue with early twentieth century aesthetics as well as the spaces and bodies of the theatre of fashion the first holistic and critical investigation of one of the most influential fashion houses in the world giorgio armani empire of the senses is a must read for anyone interested in the history and theories of fashion

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 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

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

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

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 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

using various research methodologies such as reviews case studies analytical modeling and empirical studies this book investigates luxury fashion retail management and provides relevant insights which are beneficial to both industrialists and academics readers gain an understanding of luxury fashion retailing including proper operations and strategic management which now are the most crucial items on the luxury fashion industry s senior management agenda

assembling the foremost scholars in this innovative distinctive and expanding subject internationally well known critical theorists john armitage and joanne roberts present a ground breaking aesthetic design led and media related examination of the relations between historical and crucially contemporary ideas of luxury critical luxury studies offers a technoculturally inspired survey of the mediated arts and design as well as a means of comprehending the socio economic order with novel philosophical tools and critical methods of interrogation that are re defining the concept of luxury in the 21st century

this book examines the ways in which luxury fashion brands use their heritage in their digital storytelling and marketing with chapters from authors in china and macau prc india romania turkey the united kingdom and the united states covering british chinese french japanese indian italian and turkish brands this truly global collection is the first book of its kind devoted solely to the emerging study of digital heritage storytelling this method of reaching potential consumers and perpetuating brand identity is a hugely important factor in the marketing of luxury brands and has yet to be studied comprehensively the book will be of interest to scholars working in fashion studies fashion history design history design studies digital humanities and fashion marketing

exploring the elements that constitute the perceived luxuriousness of a brand this book addresses the changing definitions of the term luxury in today s world taking the approach that the concept of luxury evolves from the consumer the author introduces a conceptual model which explains how the consumer interprets the luxuriousness of a brand this innovative study analyses the key elements that influence luxury branding such as extended product perceived uniqueness authenticity and context specificity by critically reflecting on the existing definitions of luxury and its challenges this book makes a unique contribution to research and an essential read for marketing students and scholars

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

luxury fashion marketing and branding offers a comprehensive analysis of the key theories and concepts needed to understand the promotion of luxury fashion products it covers subjects including luxury fashion retailing digital marketing and communication data analytics emerging technologies consumer behaviour and pr the textbook also offers a focused discussion of the challenges faced by luxury fashion brands to meet growing customer demand for ethical and sustainable practice including concerns related to diversity inclusivity and cultural sensitivity this textbook is grounded in business practices featuring real world examples and international case studies from both established and modern brands chapter objectives and summaries aid comprehension whilst end of chapter questions and activities enable further research and discussion luxury fashion marketing and branding is ideal for advanced undergraduate and postgraduate students of fashion marketing and communications luxury fashion business and luxury brand management its applied approach will also make it suitable for those studying for an executive mba in fashion and luxury management online resources include an instructor s manual lecture slides and a test bank

the first volume of this handbook explores different aspects of sustainable luxury textiles and fashion broadly based on the following topics sustainability and business management value chain management use of materials and sustainable production processes

as this book is the first book worldwide in the sustainable management of luxury area it highlights key aspects in the sustainable management of luxury based on presentations using different approaches whether reflexive empirical hands on or applied theory and cases

from couture fashion to opulent perfumes and decadent food the luxury goods and services industry has grown at an unprecedented rate even in the context of a global recession but in contemporary digital culture does luxury still reside in material things or rather the look of things in this first study of luxury through the lens of visual culture armitage argues that luxury is undergoing a shift from material culture to the immaterial culture of the visual offering new forms of luxury engagement and unparalleled levels of pleasure never before offered to the senses calling for a new understanding of luxury in the changing visual landscape of contemporary society luxury and visual culture embraces an extraordinary

range of cultural forms including fashion photography social media television and art from the masterpieces of damien hirst and jeff koons to richard avedon s photography and louis vuitton s flagship stores the book explores key issues of globalization digitization consumer identity mass luxury and the role of art this text is ideal for all students of contemporary luxury studies as well as scholars and researchers in the field of visual culture

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 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

the key to marketing is understanding and satisfying consumer needs thus a knowledge of consumer behavior is essential to any organization dealing with customers users or clients this book promises to be a contemporary classic it brings together an international set of scholars many of whom are household names to examine the diverse approaches to consumer behavior topics the editors employ a micro to macro structure dividing each topic into three parts one reflecting foundational work one focused on emerging trends and one covering practical applications each part examines the relationship between consumer behaviour and motivation including well being gender social class and more and concludes with practitioner perspectives on the challenges and opportunities that come with understanding customers readers will gain insight into how drives that are constantly in flux relate to other aspects of human cognition and behavior allowing them to reach customers successfully and to meet their needs with contributions from leading scholars including sidney levy and jagdish sheth this volume sets the standard as the most comprehensive cutting edge resource on the subject of consumer behavior students of consumer behaviour and marketing will find this a useful exploration of a fast moving field fundamental to the welfare of companies government non profits and consumers it will also benefit new and established academic researchers as well as practitioners who want to stay on top of current knowledge

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