

# Luxury Goods Worldwide Market Study

Sustainable Luxury Brands  
What Chinese Want  
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The New Luxury  
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Why People Buy Things They Don't Need  
Encyclopedia of E-Commerce Development, Implementation, and Management  
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The Business of Luxury  
Cult of the Luxury Brand  
Chinese Consumers and the Fashion Market

## Sustainable Luxury Brands

A ground-breaking exploration of the Chinese elite's consumption of luxury products and their attitudes toward luxury goods. Elite China identifies the Chinese luxury product consumers and the characteristics of their luxury consumption, explains the implications for luxury firms and marketers and most importantly, spells out strategies for international luxury brands and Chinese luxury brands to succeed in Chinese market.

### **What Chinese Want**

This book provides essential insights into Chinese consumer behaviors in the growing and dynamic fashion market. With increasing consumer purchasing power, readily accessible global brands, heavy application of digital technology and social media, as well as growing awareness of environmental issues, the Chinese fashion industry faces great opportunities and challenges at the same time. The contributing authors provide observations and address issues related to middle class fashion consumption, sustainable apparel consumption, technology application in fashion retailing, and the select traditional and new industry segments in the context of China's recent and massive economic boom. As such, the book offers an invaluable reference guide for all academics and practitioners interested in the Chinese fashion market.

## **Luxury Brand Management**

A window into the highly complex Indian luxury market, providing strategies to guide brands in entering this high potential market and capturing the luxury rupee. Sets out to uncover strategies that will help to avoid market failure and leverage opportunities to win in India.

## **Digital Luxury**

What does luxury value mean? What constitutes luxury, and what does not? While previous research has focused on luxury as a global business and how companies have generated, communicated and monetized luxury, this book draws on empirical research to examine how consumers understand and interact with it. It identifies the components of luxury value, as seen by consumers, and the most influential factors that shape these perceptions. Drawing on a range of disciplinary approaches, the author investigates how consumer segments differ in their perception of luxury products, and how different generations understand value. A comprehensive overview of consumer perceptions of luxury, this book is a must-read for those students and researchers interested in luxury studies.

## **The Value of Luxury**

This book explores the luxury industry and how it has undoubtedly been one of the fastest-growing sectors since the 1970s, and one in which Europe has managed to strengthen its competitiveness in the world market. While many aspects of globalization remain abstract and intangible, the luxury industry has created markets where previously there were none, by educating Japanese about the history of French handbags, Chinese about the finest wines, and setting global standards for an elite, inspirational lifestyle. In this edited volume, a wide range of scholars comes together to analyze the history of the business and the innovations in management and marketing that have emerged from it. Invaluable for scholars, industry figures, and dilettantes alike, it will define the field of study for years to come.

### **The New Luxury**

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.

### **Global Luxury**

Online shopping has become increasingly popular due to its availability and ease. As a result, it is important for companies that sell high-end products to maintain the same marketing success as companies selling more affordable brands in order to keep up with the market. *Digital Marketing Strategies for Fashion and Luxury Brands* is an essential reference source for the latest scholarly research on the need for a variety of technologies and new techniques in which companies and brand managers can promote higher-end products. Featuring coverage on a broad range of topics and perspectives such as brand communication, mobile commerce, and multichannel retailing, this publication is ideally designed for managers, academicians, and researchers seeking current material on effectively promoting more expensive merchandise using technology.

### **Why People Buy Things They Don't Need**

### **Encyclopedia of E-Commerce Development, Implementation,**

## **and Management**

"This book provides valuable and insightful research as well as empirical studies that allow audiences to develop, implement, and maintain branding strategies"--Provided by publisher.

## **International Retail Marketing**

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.

## **Vintage Luxury Fashion**

In the fourteenth century, garish ornaments, bright colors, gilt, and military effects helped usher in the age of fashion in Italy. Over a short span of years important matters began to turn on the cut of a sleeve. Fashion influenced consumption and provided a stimulus that drove demand for goods and turned wealthy townspeople into enthusiastic consumers. Making wise decisions about the alarmingly expensive goods that composed a fashionable wardrobe became a matter of pressing concern, especially when the market caught on and became awash in cheaper editions of luxury wares. Focusing on the luxury trade in fashionable wear and accessories in Venice, Florence, and other towns in Italy, *Gilding the Market* investigates a major shift in patterns of consumption at the height of medieval prosperity, which, more remarkably, continued through the subsequent era of plague, return of plague, and increased warfare. A fine sensitivity to the demands of "le pompe," that is, the public display of private wealth, infected town life. The quest for luxuries affected markets by enlarging exchange activity and encouraging retail trades. As both consumers and tradesmen, local goldsmiths, long-distance traders, bankers, and money changers played important roles in creating this new age of fashion. In response to a greater public display of luxury goods, civic sumptuary laws were written to curb spending and extreme fashion, but these were aimed at women, youth, and children, leaving townsmen largely unrestricted in their consumption. With erudition, grace, and an evocative selection of illustrations, some reproduced in full color, Susan Mosher Stuard explores the arrival of fashion in European history.

## **The Effects of the Economic Crisis on the Luxury Brand Market**

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.

## **Retail Design**

International Retail Marketing combines a broad thematic overview of the key issues concerning international retail marketing with a series of incisive cases and examples of industry practice from markedly different sectors as fashion, food and healthcare. The authors provide an accessible and wide-ranging outline of the fundamentals of the subject, such as trends in retail marketing, strategy and logistics, and buying and merchandise management within an international perspective. Contributions from Europe, North America and Asia show the dynamics affecting international retailing through a variety of case. Key discussion points are highlighted throughout the text, giving a hands-on focus.

## Elite China

Years of human ignorance has diminished our natural resources and aged our planet. Now, people are making an effort to change the way they are treating the planet. Being more environmentally conscious about the impact materials used for fashion have on our planet is one-way designers can reduce waste and help enable a better world. By going eco-friendly can be less harmful to our natural resources. Not all fashion is following this eco-friendly trend, but more designers are embracing the trend toward eco-fashion than ever before. If the entire fashion industry became eco-friendly, it would make a huge difference for future generations because the fashion industry employs over a billion people globally. There is need for eco-friendly wet processing that is sustainable and beneficial methods. Number of sustainable practices has been implemented by various textile processing industries such as Eco- friendly bleaching; Peroxide bleaching; Eco-friendly dyeing and Printing; Low impact dyes; Natural dyes; Azo Free dyes; Phthalates Free Printing. There are a variety of materials considered "environmentally-friendly" for a variety of reasons. The industry is desperately in the need of newer and very efficient dyeing/finishing and functional treatments of textiles. There is growing awareness and readiness to adapt new perspective on industrial upgradation of Cleaner Production Programme, such new technologies help enterprises achieve green production and cost reduction at the same time. Green Production has become necessary for enterprises under the upgrade and

transformation policy. The book *Eco-Friendly Textile Dyeing and Finishing* covers topics in the area of sustainable practices in textile dyeing and finishing.

### **Toxic Capitalism**

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, 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.

### **Inside luxury**

Luxury has been fascinating humanity for millennia and it seems that it will continue to do so in the future. As we can see in developed countries with populations living in relative affluence, luxury takes different forms, becoming less materialistic when people already own a house, two cars and a boat, but now crave wellness treatments and more recreational time. However, luxury will always have a material aspect as embodied by beautiful products made from exclusive materials by skilled artisans with an eye for detail. One way or another, luxury is big business and an important economic factor all over the world, especially in Switzerland, a country with few natural resources to speak of but a wealth of knowledge when it comes to services (e.g. hotel management) and the manufacture of exclusive products such as watches, textiles, and of course chocolate – to name just a few. Indeed, a significant proportion of Swiss GDP

comes from the production of luxury goods which are exported all over the world. In this publication we examine the phenomenon of luxury, its roots, and its economic impact both globally and in Switzerland. You will learn more about global luxury markets, well-known and niche market players, as well as major trends shaping the definition of luxury and the management and marketing of luxury brands in the future.

### **Advances in Luxury Brand Management**

This book counteracts the claim that luxury and sustainability are conflicting concepts, and contends that they can successfully co-exist. Discussing key characteristics of luxury such as craftsmanship and preservation of artisan skills, product quality and durability, and limited quantities of luxury goods, the authors argue that luxury brands are inherently sustainable from economic, social and environmental perspectives. Sustainable Luxury Brands gives a comprehensive overview of luxury to demonstrate this claim, also focusing on sustainable luxury from a consumer perspective. The authors furthermore compare and contrast sustainability within the mass market to the luxury sector, and present insights into current and upcoming topics in luxury research.

### **Enlightened Marketing in Challenging Times**

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.

### **New Perspectives in Luxury Branding**

#### **Deluxe**

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 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.

### **Global Marketing Strategies for the Promotion of Luxury Goods**

The Luxury Strategy, written by two world experts on the 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.

### **The Luxury Market in India**

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.

### **Trading Up**

This collection of key articles offers insights across a range of sectors. Some of the things the book will explain include: - The influence of social media on the building of luxury brands - The effect of the consumption of counterfeit luxury goods on identity - The value of brand extension as a strategy in regards to luxury fashion

brands

## **Digital Marketing Strategies for Fashion and Luxury Brands**

A guide to reaching and profiting from China's expanding luxury consumer class. China's growing consumer base and expanding economy means more disposable income for more Chinese citizens. The Chinese market for luxury goods is expected to expand from \$2 billion this year to nearly \$12 billion by 2015. Today's biggest global luxury goods retailers expect China to make up a large and ever growing portion of their customers, and those businesses are responding with new stores and investments in China. Luxury China gives readers—particularly professionals in advertising, marketing, and the luxury brands industry—a deep look into the future of the Chinese luxury goods market and shows them how to tap into China's tremendous market potential.

## **The Incredible INDIAN LUXURY BAZAAR**

Research Paper (postgraduate) from the year 2014 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, , language: English, abstract: Luxury represents a product category that seemingly was able to weather the storm of financial and economic crisis hitting

global markets in 2008 better than could be expected. In this scientific essay, the author Angela Alunni credits two main factors for this trend: Successful luxury companies cater to the emerging markets of the nouveau riches, which are at the center of nurturing the demand for these goods. Internationalization provides the financial and managerial framework for these Italian companies, while not betraying the essence of the luxury concept per se. The portrayal of the Bulgari case highlights these strategies and at the same time points to the challenges that the luxury industry Made in Italy has to face as a whole.

### **Consumer Rapport to Luxury**

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, Quintessentiall What does it take to sell high-end luxury creations to the richest clients in the world? In Selling Luxury, Robin Lent and Genevieve 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.

### **Sustainable Luxury**

The late twentieth century saw rapid growth in consumption and the expansion of retailing and services. This was reflected in the number and type of stores and locations, from regional shopping malls and out-of-town superstores to concept and flagship stores. Retail design became an essential part of its success by creating distinctive brands and formats. However, the economic recession in the developed world and competition for consumer goods from the developing world has led to a re-assessment of the growth-led conventions of the retail industry. In addition, the rapid advance of e-commerce and online shopping has created new challenges for physical stores and the communication and distribution of retail brands. The book will provide students, researchers and practitioners a detailed assessment of retail design, taking a distinctive global approach to place design practice and theory in context. Chapters are devoted to key issues in the visual and structural contribution of design to retail brands and format development, and to the role of design in communication. In the course of the book, the authors engage with problems of convergence between retailing and other services and between the physical and virtual worlds, and also changing patterns of use, re-use and ownership of retail spaces and buildings. Retail Design concerns designers and organisations but also defines its broader contribution to society, culture and

economy.

## **The Luxury Strategy**

A sweeping examination of contemporary Chinese consumer behavior explains the complex differences between Chinese and Western culture while revealing how marketers and businesses can take advantage of current opportunities.

## **Brand Management in Emerging Markets: Theories and Practices**

The subject of this book is an analysis of the business models developed or adopted by Chinese small and medium sized enterprises (SMEs), specifically those that are successfully listed on China's capital market; in other words, it is a dissection of those Chinese business models that have "worked." In China, there are over 10 million companies that are registered with China's State Industrial and Commercial Administration and over 40 million unregistered businesses. Among them, only about 1,000 companies became successfully listed on China's capital market and were able to obtain public funds from equity investors. This book takes a look at who these "lucky ones" were and what business models led to their success in a highly competitive Chinese market, investigations that will certainly

be of interest to both Chinese and international readerships. In addition, this book provides a nuanced and micro view of the Chinese economy. As China's economy increasingly receives attention worldwide, the amount of research and publications on China's economy is also growing exponentially. However, the majority of these studies only focus on the macro level of the Chinese economy and aggregate variables such as GDP, growth rate, inflation, etc., while little research has been done at a micro and company level to analyze the Chinese economy. Thus, this book's focus on the case studies of representative firms may help fill some gaps in the study of business and the economy in China. Furthermore, this book hopes to dispel certain misconceptions about the nature of the Chinese economy. There is currently a stereotypical view about Chinese economy, for example that China, as the workshop of the world, primarily produces low-end products with low prices to be sold in other countries by budget retailers like Wal-Mart or dollar stores. While that is true to some extent, it is certainly not the whole story. The companies analyzed in this book cover a wide spectrum of industries including modern agriculture, alternative energy, resources recycling, mobile games, animation, luxury products, supply chain management, filmmaking and TV series production, displaying to readers the brand-new industrial structure of Chinese companies in the 21st century.

### **Luxury China**

The first book to explore how and why an amazing "luxeplosion" is rocking Asia.

### **Selling Luxury**

A study on middle-class consumerism finds that today's customers are seeking higher levels of quality, taste, and aspiration, in a revised edition of the best-seller that draws on new research to explore the trading up phenomenon to reveal how entrepreneurs, innovators, managers, and marketers can make the most out of related opportunities. Reprint.

### **Building Consumer-Brand Relationship in Luxury Brand Management**

The West is causing depletion of natural resources and environmental destruction with the help of questionable companies, financial institutions and governments. Today, all eyes are on China and its hazardous environment. Toxic Capitalism, a succinct volume jam-packed with informative but scary data, shows how to fight overconsumption and wastage. Yes, there is a solution. Only complaining will not guarantee the well-being of future generations. What you will discover and learn in the book: The reality of Global Warming How financial institutions and companies fail in their job How governments fail in their duty, vested interests at work How

income inequality affects society The role of corruption How inadequate job markets impede better consumption Details on water pollution & scarcity, focus on China What China is doing to combat pollution, to improve the energy mix and promote renewables How China roams the world to buy up and import the much needed resources, including food How much and why we waste (including food and medicine) Air pollution, soil pollution, impact on health Everyday examples of waste, focus on China How we can enforce quality and durability How we can do our part to safeguard the future for our children

### **Who Gets Funds from China's Capital Market?**

The convenience of online shopping has driven consumers to turn to the internet to purchase everything from clothing to housewares and even groceries. The ubiquity of online retail stores and availability of hard-to-find products in the digital marketplace has been a catalyst for a heightened interest in research on the best methods, techniques, and strategies for remaining competitive in the era of e-commerce. The Encyclopedia of E-Commerce Development, Implementation, and Management is an authoritative reference source highlighting crucial topics relating to effective business models, managerial strategies, promotional initiatives, development methodologies, and end-user considerations in the online commerce sphere. Emphasizing emerging research on up-and-coming topics such as social commerce, the Internet of Things, online gaming, digital products, and

mobile services, this multi-volume encyclopedia is an essential addition to the reference collection of both academic and corporate libraries and caters to the research needs of graduate-level students, researchers, IT developers, and business professionals. .

### **Eco-Friendly Textile Dyeing and Finishing**

21st century luxury is about the interplay between cult streetwear brands and elite fashion houses. Explore fashion's transformation for a new generation of in-the-know consumers. Highsnobiety, the publication geared at culturally-connected, style-savvy, forward-thinking young men, is seen as a gatekeeper to the growing intersection of music, fashion, and style. Their latest book seeks to define "New Luxury," a term that summarizes how streetwear and sneakers have not only infiltrated the upper tiers of fashion, but became it. The New Luxury isn't just about what you wear, but also what you know. This book provides the foundational knowledge of how youth-driven culture and fashion trends start from the ground up.

### **Searcher**

In the digital age, finding the right kind of employee through the World Wide Web,

and social networks in particular, is becoming increasingly important. This book examines what the key success factors are behind hiring through social networks and other Web networks.

### **Luxury Marketing**

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

services.

### **Gilding the Market**

Pam Danziger has just updated her bestseller, including several new categories. Since apparel is now more often a discretionary purchase than a necessity, she has added new sections on apparel for women, men, teens, and children. Focusing on why people buy things they could probably do without, Danziger now covers 37 categories and has added material about the retail market in each one. There are also new stories of excellent marketers and commentary about how things have changed since September 11, 2001. Corporate leaders, marketing and sales executives, strategic planners, futurists, and merchandisers will benefit.

### **The Business of Luxury**

Providing a critical insight into the growth of the secondhand luxury and vintage fashion industry, this book offers a compendium of business developments from across the globe, including examples from Europe, the Middle East and Asia. The 'pre-loved or pre-owned' clothing trade has grown as an economic entity, providing a living for over 100,000 people and creating a desirable and essential clothing source in under-developed economies. By debating and deliberating contemporary

cases, the authors illustrate how companies can optimise key managerial activities surrounding product branding, location marketing and supply chain buying. This timely collection is an important read for anyone involved in fashion, but particularly those interested in the retail and marketing perspective of the industry, as it explores an emerging and significant retail format.

### **Cult of the Luxury Brand**

### **Chinese Consumers and the Fashion Market**

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 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.

ROMANCE ACTION & ADVENTURE MYSTERY & THRILLER BIOGRAPHIES &  
HISTORY CHILDREN'S YOUNG ADULT FANTASY HISTORICAL FICTION HORROR  
LITERARY FICTION NON-FICTION SCIENCE FICTION