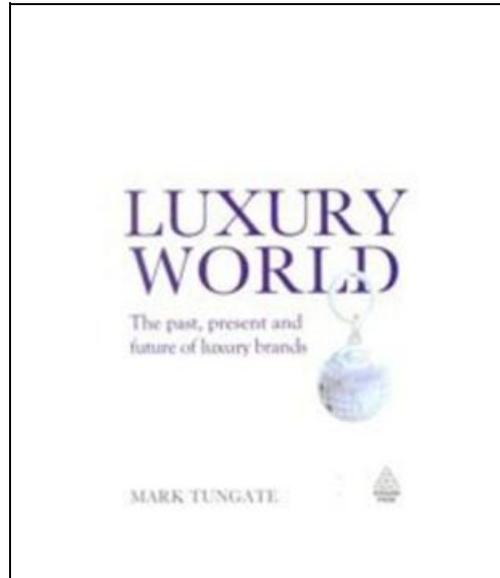


Luxury World: The Past, Present and Future of Luxury Brands



Filesize: 5.65 MB

Reviews

Extensive manual! Its such a great read. It really is loaded with knowledge and wisdom You wont really feel monotony at at any time of your time (that's what catalogs are for regarding if you ask me).

(Myrl Hintz)

LUXURY WORLD: THE PAST, PRESENT AND FUTURE OF LUXURY BRANDS



To get **Luxury World: The Past, Present and Future of Luxury Brands** eBook, you should access the web link under and save the document or have accessibility to additional information that are highly relevant to LUXURY WORLD: THE PAST, PRESENT AND FUTURE OF LUXURY BRANDS ebook.

Kogan Page Limited/Viva Books, 2010. Softcover. Condition: New. First edition. The word "luxury" has almost lost its meaning after being hijacked by a multitude of aspiring commodities. So what is real luxury? Which are the genuine luxury brands? Who are their customers - and how do luxury brands attract and retain them? Above all, where can the industry turn now that excess is out of fashion? Fast-moving, entertaining and full of exclusive interviews, *Luxury World* takes you on a voyage around the luxury universe during a period of change, slipping behind the facades of the world's most sophisticated businesses to show you how they function. Among other destinations, best-selling author Mark Tungate visits: ? Swiss watchmakers; ? the Champagne houses of France; ? the diamond district of Antwerp; ? the luxury enclave of Monte Carlo; ? the discreet ateliers of the last craftsmen; ? a host of brands in Paris ? the self-proclaimed capital of elegance. Contents: Acknowledgements ? Introduction: The evolution of luxury ? The dream weavers ? The road to ready-to-wear ? The YSL legacy ? The future of couture ? The last artisans ? The other side of Florence ? The shoemaker's apprentice ? Romancing the stones ? Branding Antwerp ? Clarity and conflict ? Diamonds by design ? A tale of two cities ? Watching the watchmakers ? Selling time ? Auto attraction ? The Bentley Boys ? Marketing to the ?autocracy? ? Fractional high-flyers ? A slice of the good life ? Jets for less ? Super yachts ? A passion for the sea ? How to show boats ? Haute property ? The business of villas ? Deluxe nomads ? Monte Carlo: the brand ? Hotel world ? Luxury travel services ? Art brands ? Branded collectors ? Branded artists ? Galleries, auctions and...



[Read Luxury World: The Past, Present and Future of Luxury Brands Online](#)



[Download PDF Luxury World: The Past, Present and Future of Luxury Brands](#)

See Also

**[PDF] Love My Enemy**

Follow the hyperlink listed below to read "Love My Enemy" file.

[Read eBook](#)

»

**[PDF] History of the Town of Sutton Massachusetts from 1704 to 1876**

Follow the hyperlink listed below to read "History of the Town of Sutton Massachusetts from 1704 to 1876" file.

[Read eBook](#)

»

**[PDF] The Sunday Kindergarten Game Gift and Story: A Manual for Use in the Sunday, Schools and in the Home (Classic Reprint)**

Follow the hyperlink listed below to read "The Sunday Kindergarten Game Gift and Story: A Manual for Use in the Sunday, Schools and in the Home (Classic Reprint)" file.

[Read eBook](#)

»

**[PDF] Art appreciation (travel services and hotel management professional services and management expertise secondary vocational education teaching materials supporting national planning book)(Chinese Edition)**

Follow the hyperlink listed below to read "Art appreciation (travel services and hotel management professional services and management expertise secondary vocational education teaching materials supporting national planning book)(Chinese Edition)" file.

[Read eBook](#)

»

**[PDF] Skills for Preschool Teachers, Enhanced Pearson eText - Access Card**

Follow the hyperlink listed below to read "Skills for Preschool Teachers, Enhanced Pearson eText - Access Card" file.

[Read eBook](#)

»

**[PDF] The Turn of the Screw**

Follow the hyperlink listed below to read "The Turn of the Screw" file.

[Read eBook](#)

»