

Brands Professor Of Luxury Brand Marketing

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The exceptional performance of luxury brands—at a time when the world is in crisis—is not unusual, according to Daniel Langer, CEO of luxury brand strategy firm Équité, and a professor of luxury ...

~~Luxury brands shine in spite of economic turmoil~~

However, because Asian brand owners' perceptions of luxury fashion brands are strongly affected ... on the study include Yan Meng, assistant professor of marketing, Grenoble Ecole de Management ...

~~Perceptions of counterfeits among luxury goods differ across cultures~~

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The big names in luxury are selling other brands as a way to create newness, build audience engagement, share values and become cultural curators.

~~Luxury is culture now. Here's how~~

Researchers examine counterfeit dominance, and how it affects Anglo-American and Asian attitudes to luxury brands.

~~Cultural backgrounds influence counterfeit attitudes; study~~

China's flourishing luxury market has created a whole new luxury consumer segment — the luxury bargain hunter — but are they hurting luxury brands?

~~The Dangerous Rise of China's Luxury Bargain Hunter~~

After 16 months at home, many beauty consumers globally have decided they want -- and need -- at-home solutions along with their professional service routines.

~~Beauty & Wellness Briefing: The experts are in~~

Although luxury has become more accessible, customer status is still critical. Here are five dimensions brands must consider for their VIP strategies.

~~5 Key Dimensions of VIP Luxury Marketing~~

Functional design and a unique brand experience are about to merge at the very highest level. Dr. Jan Becker (CEO Porsche Design Group) and Marcus Bernhardt (CEO Steigenberger Hotels AG/Deutsche ...

~~PORSCHE DESIGN AND STEIGENBERGER TO ESTABLISH JOINT HOTEL BRAND (Germany)~~

Tokyo Games represent a true test of character for a player who has openly struggled to handle the media spotlight in recent times.

~~Naomi Osaka faces biggest challenge of her career at Olympics — on and off the court~~

The French luxury conglomerate takes a majority stake in Abloh's luxury streetwear label Off-White and plans to shape fashion startups with the designer.

~~LVMH's big bet on Virgil Abloh~~

By S Ramesh Kumar Cristina Ronaldo's brushing aside of Coke, in the place of water in a press conference at Portugal that brought down Coca Cola 's share price, instantly from \$56.10 to 55.22 ...

~~Brand Intent: The Post Covid connect~~

Amid escalating public opinion storm against Kris Wu, who has been accused of luring underage girls for sex, at least 10 brands announced they have cut cooperation with the pop star - including luxury ...

~~Porsche, Lancome among major brands that drop Kris Wu over teen sex allegations~~

"At the same time, brands aim at providing consumers ... Sonja Prokopec, LVMH chaired professor of luxury brand management at the ESSEC business school, noted that art speaks to observers ...

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~~Artists Storm the Runway as Collaborations Thrive~~

But why is everyone going wild for the brand's low-cost fashion collections? We asked the sociologist Frédéric Godart, a research professor ... in the fashion or luxury sectors.

~~Why are Lidl fashion collections such a runaway success? A sociologist explains...~~

Dr. Park, an Associate Professor in the Department of Ophthalmology ... single-vision prescriptions at \$175. The Italian luxury eyewear brand Persol continues to deliver impeccable style and ...

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