



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

By Mark Tungate

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...



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