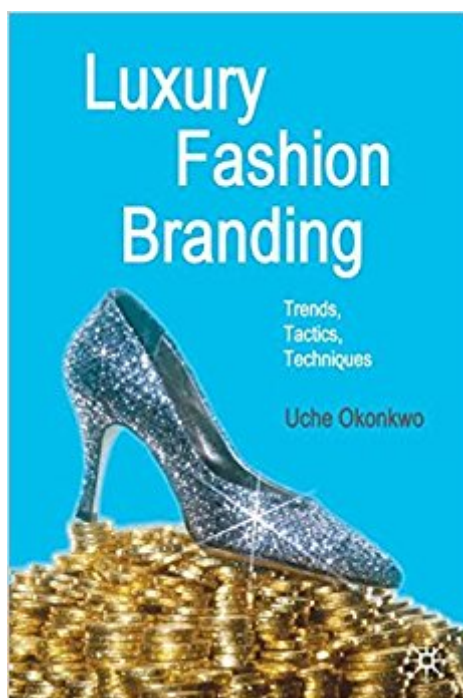


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# Luxury Fashion Branding: Trends, Tactics, Techniques



## Synopsis

This groundbreaking fashion branding and management text brings an analytical business dimension to the marketing and corporate techniques of the luxury fashion goods industry. It will make engaging reading for anyone who wishes to learn about the captivating business of turning functional products into objects of desire.

## Book Information

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## Customer Reviews

'Insightful and thought-provoking - this is an indispensable guide to those looking to understand the modern luxury industry.' -Mark Dunhill, CEO, Fabergé  
'A practical and essential resource for anyone involved in the business of selling luxury fashion. At last, I have a resource to which I can refer people.' -James Ogilvy, Publisher, Luxury Briefing, London  
'UchÃfÂ© has written a true classic that will be a benchmark for years to come.' -Milton Pedrezza, CEO, The Luxury Institute, New York  
'Luxury Fashion Branding demonstrates that fashion is not just about flounces and flash, but has a true business edge that cannot be given short drift.' - Yaffa Assouline, Editor-in-chief, LuxuryCulture.Com / Assouline Media  
'Finally, the business of luxury has received what it has been missing for years, in this book.' - Christian Jagodzinski, CEO & Founder, Villazzo Villa Hotel Group  
'This book is a must-read for anyone who is serious about competing in the luxury fashion arena. UchÃfÂ©'s insights on the strategic aspects of brand management have helped us position Bontoni at the highest end of the luxury market' - Lewis Cutillo, Co-Founder, Bontoni  
'This is a pioneering exposÃfÂ© on a dynamic area of human endeavour -luxury goods-, focusing on it as a business.'

-Wladimir Sachs, PhD, Associate Dean, Research, ESC Rennes School of Business, France 'This book is not just an excellent resource for the established luxury world, but an essential read for luxury players of the emerging markets who wish to compete on the international level' -Lieran Stubbings, Director, Global Luxury Forum 'Although the subtitle of this book is Trends, Tactics, Techniques, there's a whole lot more than that. The author is nothing if not thorough. I was intrigued by this book' -Zoë Page, The Book Bag

Uchenna Okonkwo is one of the pioneer business strategy consultants in the luxury industry. Based in Paris, she is the Executive Director & Founder of Luxe Corp. ([www.luxe-corp.com](http://www.luxe-corp.com)), the leading strategy & management consultancy company specialized in the luxury industry and its affiliated sectors. Based at Paris' famed Place Vendôme, Luxe Corp currently advises and collaborates with major international luxury brands including Louis Vuitton, Gucci, Richemont, Christian Dior, Coty, Piaget, and Fabergé as well as emerging luxury brands including Daniele de Winter, André Ross and Gottschman. Uchenna is also the Editor of the luxury business magazine, Luxe-Mag.Com ([www.luxe-mag.com](http://www.luxe-mag.com)). A luxury veteran with extensive cross-sector experience in luxury management and strategy consultancy, Uchenna is a Fellow of the American Luxury Marketing Council and sits on the Advisory Board of the Global Luxury Forum Moscow. She has an MBA from Brunel University Business School London. She can be contacted through the book's website, [www.luxuryfashionbranding.com](http://www.luxuryfashionbranding.com).

I truly enjoyed reading this informative book , it indeed did help me brand popular fashion ! Over all I enjoyed this book. I recommend it to any beginners or anyone looking to learn on branding fashion!

this book is a great book it is very informative. i have to say i really enjoyed reading it! My son ripped the jacket the first day it arrived which was pretty annoying. lol i had to wait a good three weeks to get mine because it was coming from england but i didnt mind. It was used but for all i could tell it might as well have been new.

BEST PRICE ON BOOKS ON

THIS BOOK IS AMAZING!

FANTASTIC! Absolutely necessary to anyone interested or involved in this industry!

After reading The Luxury Strategy (Kapferer, Bastien) and this book, I have to say that the former is FAR superior. Although both appear to be about the same topic, they COMPLETELY contradict each other on many topics. I don't think Okonkwo understands the concept of a true luxury product. I found that Luxury Fashion Branding made a lot of generalized claims about the luxury industry and the luxury consumer without using any fact or references to back up the statements. I was actually offended by some of the statements, for example "The luxury consumer has a disposable attitude". HUH??? Buying a luxury product is about buying something of high quality that will last a life time, not something you dispose of after a few months. Also "The authority in the luxury market now belongs to customers and they know it"- this is a ridiculous claim, if the customers are in control then why are people eager to sit on a waiting list for 2 years to own a Ferarri or 5 years for a Hermes bag. I would highly recommend The Luxury Strategy over this book!

In addition to the other like comments panning this book, I feel compelled to add mine. While the author may maintain to be an expert on the subject of luxury branding, her ability to convey this knowledge in a publication is not reflective of this claim. If I had a soft copy of the text, I would run a count of how often she used the word "also" and how frequently she refers to the book, "4 Inches"\* (Jimmy Choo)...I began to wonder if every mention equated to a new pair of shoes? \*amusingly, the book index actually claims 4X, but since I wasn't keeping track, I am unable to verify this number While I am sure the author is a lovely woman, awareness of company names and designer brands does not make one an expert on this subject. I kept hoping for something insightful, but a gem of wisdom never materialized. By the time I reached page 164, deciding to save my time and put the book aside, I had used almost 2 packages of editing tags (close to 100) to flag errors and missing citations. A sample of problems with the book include: \* Very cursory examination of subject - quite frankly, her knowledge appears limited to brand names; I wouldn't even describe it as a "general" overview, as it doesn't achieve this level of information \* Very few citations of her information \* Excerpts from material by experts in the field does not lend credibility to this book...the author should understand the content and context before referencing \* Repetitive information - author frequently jumps between topics \* Vague graphics \* Out-of-date information for the date of publication \* I couldn't begin to count the frequency of grammatical and spelling errors \* Makes comparisons of visual media, but then only shows one of the images mentioned (where is the comparison?) \* Many statements "of fact" without any reference, including many statistics the reader can only assume the author created to validate her point \* A numerous filler words and unnecessary

information to fill pages, perhaps? Ironical, considering the dedication to her mother, which states, "...from whom I learnt that quality and substance are always better than quantity and size".\* Whether or not the author's sister is a trained editor, it was a mistake to use her as the "proof-reader". Unfortunately, not a worthwhile expense or read.

Coming from a very rigorous business education like Wharton and working in the luxury industry, I have an extremely critical point of view for most publications about the industry. I think that overall Uche's work is one of the most comprehensive analyses of the luxury business. Uche starts offering a solid introduction to the history of luxury necessary to understand some of the key values of the industry, to move into the essentials of the luxury consumer and environment today. She continues offering a broad and pragmatic view about how to manage luxury brands, reviewing aspects such as brand awareness or value extremely useful for any professional. In addition, Uche offers unique perspectives about the new definition of luxury and the customization of luxury products, or the luxury in the Internet world, area in which she is a much respected expert. She closes the book with in-deep case analysis for brands such as Armani or Boo.com that help to the reader to summarize all the concepts exposed in the book. In conclusion, Uche's book is an essential reference tool for any professional who want to have a comprehensive understanding of the luxury business.

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