



# Luxury Fashion Branding: Trends, Tactics, Techniques

*By U. Okonkwo*

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**Luxury Fashion Branding: Trends, Tactics, Techniques** By U. Okonkwo

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.

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## **Luxury Fashion Branding: Trends, Tactics, Techniques By U. Okonkwo Bibliography**

- Sales Rank: #1326531 in Books
- Published on: 2007-06-15
- Released on: 2007-07-10
- Original language: English
- Number of items: 1
- Dimensions: 9.58" h x 1.10" w x 6.29" l, 1.98 pounds
- Binding: Hardcover
- 352 pages

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## **Editorial Review**

### **Review**

'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

'Uché 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. Uché'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 exposé 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

### **About the Author**

Uché 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 Gottèsman. Uché 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, Uché 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,

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