



Luxury Fashion Branding: Trends, Tactics, Techniques

By U. Okonkwo

Download now

Read Online 

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.

 [Download Luxury Fashion Branding: Trends, Tactics, Techniques ...pdf](#)

 [Read Online Luxury Fashion Branding: Trends, Tactics, Techniques ...pdf](#)

Luxury Fashion Branding: Trends, Tactics, Techniques

By U. Okonkwo

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.

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

 [Download Luxury Fashion Branding: Trends, Tactics, Techniques By U. Okonkwo ...pdf](#)

 [Read Online Luxury Fashion Branding: Trends, Tactics, Techniques By U. Okonkwo ...pdf](#)

Download and Read Free Online Luxury Fashion Branding: Trends, Tactics, Techniques By U. Okonkwo

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 Stublings, 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), 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). 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,

Users Review

From reader reviews:

Kevin Nixon:

Book is to be different for every single grade. Book for children until eventually adult are different content. As it is known to us that book is very important for people. The book Luxury Fashion Branding: Trends, Tactics, Techniques had been making you to know about other understanding and of course you can take more information. It is quite advantages for you. The book Luxury Fashion Branding: Trends, Tactics, Techniques is not only giving you considerably more new information but also to be your friend when you feel bored. You can spend your personal spend time to read your guide. Try to make relationship using the book Luxury Fashion Branding: Trends, Tactics, Techniques. You never sense lose out for everything when you read some books.

Gerald Toups:

As people who live in the actual modest era should be change about what going on or information even knowledge to make these keep up with the era that is certainly always change and advance. Some of you maybe can update themselves by reading through books. It is a good choice to suit your needs but the problems coming to you actually is you don't know what one you should start with. This Luxury Fashion Branding: Trends, Tactics, Techniques is our recommendation to make you keep up with the world. Why, as this book serves what you want and need in this era.

William Murphy:

A lot of people always spent their particular free time to vacation as well as go to the outside with them loved ones or their friend. Do you realize? Many a lot of people spent many people free time just watching TV, or playing video games all day long. In order to try to find a new activity that is look different you can read a book. It is really fun for you personally. If you enjoy the book that you simply read you can spent the whole day to reading a e-book. The book Luxury Fashion Branding: Trends, Tactics, Techniques it is very good to read. There are a lot of those who recommended this book. These folks were enjoying reading this book. Should you did not have enough space bringing this book you can buy typically the e-book. You can m0ore easily to read this book from your smart phone. The price is not to fund but this book provides high quality.

Robert Colgan:

What is your hobby? Have you heard that will question when you got learners? We believe that that concern was given by teacher on their students. Many kinds of hobby, Every person has different hobby. So you know that little person such as reading or as examining become their hobby. You must know that reading is very important and book as to be the factor. Book is important thing to add you knowledge, except your own personal teacher or lecturer. You get good news or update regarding something by book. Numerous books

that can you choose to adopt be your object. One of them are these claims Luxury Fashion Branding: Trends, Tactics, Techniques.

Download and Read Online Luxury Fashion Branding: Trends, Tactics, Techniques By U. Okonkwo #W7JAULGEK1Y

Read Luxury Fashion Branding: Trends, Tactics, Techniques By U. Okonkwo for online ebook

Luxury Fashion Branding: Trends, Tactics, Techniques By U. Okonkwo Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Luxury Fashion Branding: Trends, Tactics, Techniques By U. Okonkwo books to read online.

Online Luxury Fashion Branding: Trends, Tactics, Techniques By U. Okonkwo ebook PDF download

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

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

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