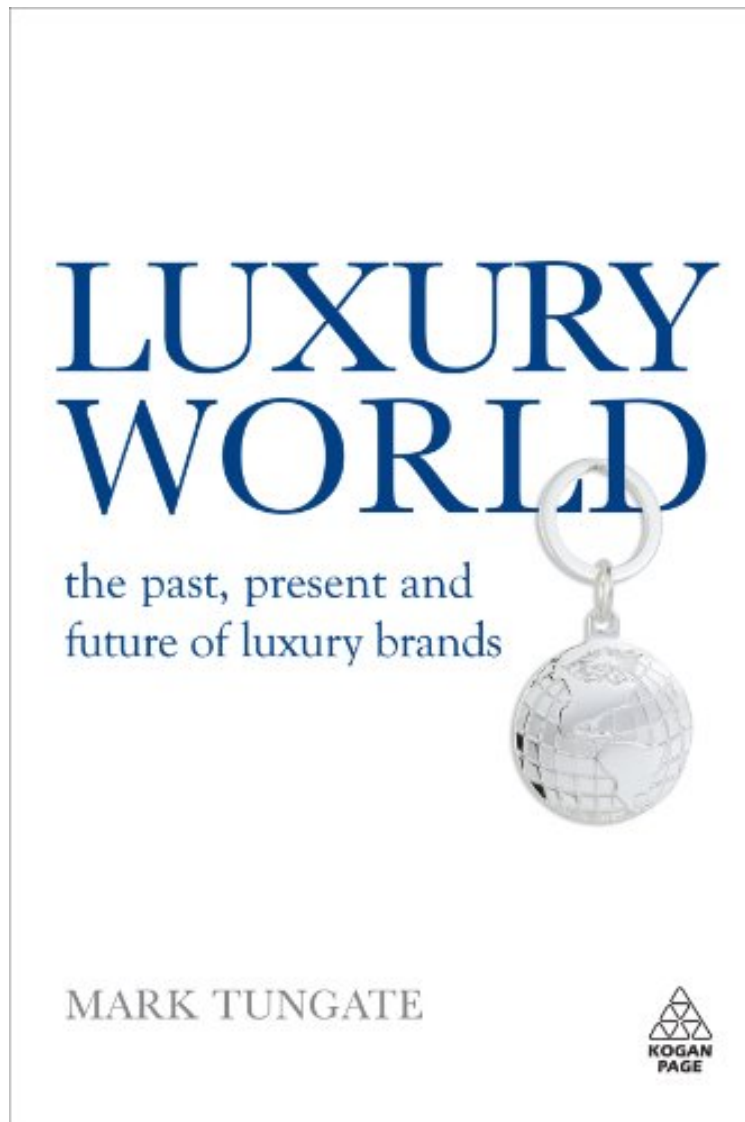


# Luxury World: The Past, Present and Future of Luxury Brands

*Mark Tungate*

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**Mark Tungate : Luxury World: The Past, Present and Future of Luxury Brands** before purchasing it in order to gauge whether or not it would be worth my time, and all praised *Luxury World: The Past, Present and Future of Luxury Brands*:

3 of 3 people found the following review helpful. Adding substance to the concept of LuxBy Andre Phillip Though an admirer of luxury goods I am a consumer only in a limited fashion and never of overtly branded items. Never-the-less I'm fascinated with understanding what propels the market; whether it's the product quality and workmanship or a frailty of our thinking and emotion which compels us to crave the association. The book *Luxury World*, in its sublimely readable style, properly researched and opinioned, has gone a long way assisting the understanding of why and

wherefore we crave to identify with luxury. I appreciate the insights from the creators of the craft, with whom I certainly would never have the opportunity to directly communicate. Someone had to do it and this writer/journalist has done it exceptionally well. An excellent read for anyone genuinely interested, for business or personal reasons, in the luxury goods world. 0 of 0 people found the following review helpful. Bad purchase  
By Michael Williams  
Too expensive i dont like this one  
1 of 2 people found the following review helpful. Luxury world: The Past, Present and Future of Luxury Brands by Mark Tungate  
By skorin  
This book have a detailed overview of luxury producers, brands, intermediaries in the world, and in some new regions for the luxury (like BRIC). Author gave his detailed analysis of existing positioning of luxury product, and also gave some predictions what will happen with luxury after recession, and in a new environment of relocation of purchasing power in world's regions, and also in changing of consumer behavior.

The word "luxury" has almost lost its meaning. Once used to describe genuinely prestigious products or places, the concept of luxury has been hijacked by a multitude of aspiring or overpriced commodities, from foot spas to chocolates. So what is real luxury? Which are the genuine luxury brands, and how have they reacted to the rise of the "mass luxury" sector? What strategies do they use to lift themselves into the realm of the truly elite? Who are their customers - and what kind of lives do these remarkable people lead? How do luxury brands attract and retain them? And above all, where can the industry turn now excess is out of fashion? With wit, accuracy and insatiable curiosity, *Luxury World* takes us on a voyage around the luxury universe, slipping behind the facades of the world's most sophisticated businesses to show the reader 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 and a host of brands in Paris - the self-proclaimed capital of elegance. Along the way, he uncovers the true face of today's luxury industry.

"A tour de force on the evolution of luxury, from logo-driven excess to the rediscovered treasures of discretion and taste. In his scrutiny of many different brands, Mark Tungate shows that savoir faire, not flash, is what counts. A beautiful and compelling book for readers who have moved beyond bling to a luxury that lasts." --Stuart McCullough, Head of Sales and Marketing, Bentley  
"The luxury world is a truly global community. Mark Tungate's new book offers valuable insight into its workings and the psychology of its citizens." --Ye Ying, Editor, *The Economic Observer* (China)