

The Premium Brand and Luxury Consumer - US - December 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

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“The internet is the ultimate equalizer, and it has given brands both large and small a chance to communicate directly with consumers; however, the ‘access for all’ mentality of the web does not always work in favor of brands that have an exclusive reputation to manage.”
 – Lindsey Rogers, Consumer Analyst

This report looks at the following areas:

- How can luxury companies leverage social media without losing the appearance of exclusivity?
- Should luxury brands operate e-commerce sites?
- Do luxury rental sites pose a threat to luxury companies?

The luxury market has experienced growth over the last several years, thanks in part to a recovering economy and booming online sales. In 2013, US luxury revenue reached a 60% increase over that seen in 2009, while the global market increased by more than half over the same period. This report focuses on how and why consumers are driving this growth. It discusses their definitions of luxury, purchasing habits, attitudes, and their lifestyles. The report also covers several hot topics within the market, including social media, e-commerce, knockoffs, customization, discounted luxury, multi-level strategies, and luxury product rentals. The resulting analysis provides a strong foundation for new-to-luxury marketers, but also deep, thought-provoking content for more seasoned professionals.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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How can luxury companies leverage social media without losing the appearance of exclusivity?

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The issues

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Theme: Launch relevant, but unexpected products

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Theme: Let consumers customize their products

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Burberry launches monogrammed blankets

Theme: Can't beat technology companies? Then join them.

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