Luxury Marketing - China - November 2015

Report Price: £2463.80 | $3990.00 | €3129.79

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"With advancements in digital technology and marketers' efforts in planning integrated marketing communication strategies, the scope for campaigns for luxury goods or services is seemingly unlimited. Crossover partnerships to create limited edition products, services or leisure activities inspired by luxury brands are flourishing in China."
– Esther Lau, Research Analyst

This report looks at the following areas:

- Expression of individuality leading the new mix and match style
- A new scope for luxury marketing
- Tapping into lifestyle elements and corporate social responsibility (CSR) in the luxury market for established rich
- Effectiveness of different touchpoints is granular
- The potential for affluent men market

Today's Chinese luxury buying behaviour has shifted away from showing off brand logos towards expression of individuality. Appreciation of experiential consumption and lifestyle-driven products are also gaining momentum. While experiencing market volatility in the past 12 months, luxury players need to understand the new luxury buying patterns and the scope of luxury marketing.

Greater consumer involvement in the luxury creation process, offering the right mix of Western and Oriental design and philanthropic collaborations to raise public goodwill are the top three most appealing luxury marketing ideas.

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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