

Luxury Goods Retailing - International - August 2015

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The concept of luxury goods is still highly subjective. It is usually obvious where a product is luxury and equally obvious where it isn't, but there is a grey area that is more subjective.

This report looks at the following areas:

- What are the prospects for luxury online?
- How can luxury brands leverage digital innovation?
- The changing face of luxury
- Has luxury gone ex-growth?

"Luxury" goods are undoubtedly priced high, though that is often justified by a very high level of craftsmanship. They must have an element of exclusivity and be out of the reach of most mass market buyers certainly in terms of regular purchasing. However, defining the market can be difficult because perception of luxury can be highly subjective.

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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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