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3 Luxury is a specific strategy, not to be confused with a premium or fashion strategy, even if consumers sometimes lump the different kinds of companies together (Kapferer and Bastien, 2012).

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Discover the secrets to successful luxury brand management with this bestselling guide written by two of the world's leading experts on luxury branding, Jean-Noël Kapferer and Vincent Bastien, providing a unique blueprint for luxury brands and companies. Having established itself as the definitive work on the essence of a luxury brand strategy, this book defines the differences between ...

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The Luxury Strategy - Neuromarketing

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The Luxury Strategy explains the difference between 'premium' and 'luxury', and sets out the rules to be applied to the luxury marketing mix (the opposite of those for classic marketing). It describes how to implement a luxury strategy within a company and delivers clear principles for becoming - and remaining - 'luxury'.

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