



Luxury Online: Styles, Systems, Strategies

By Uché Okonkwo

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This new book focuses on the analysis of the online strategy and development of the luxury industry, tracing the evolution of the Internet from a means of communication to a trade and distribution channel. The author provides a comprehensive evaluation and a critical assessment of the tactics required for the management of luxury brands online.

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Editorial Review

Review

Praise for Luxury Online:

'Luxury Online provides invaluable insights to help all those looking to unlock the massive potential of the internet and new technologies as a means of enhancing the luxury experience. I intend to keep the book close to me for a long time and I counsel you to do the same.' - Mark Dunhill, CEO, Fabergé

'Uché's first book, Luxury Fashion Branding, revealed an author of intelligence, insight with humor, and a passion for the online side of luxury. But time has proved that this was a subject that begged the question on a future work fully dedicated to luxury e-business. She is perfectly positioned to access clients and companies' online luxury policies ranging from best practices to no practices. Her commitment to excellence and facilitating the online aspects of luxury make her book a must read.' - Michael Boroian, Founder & Managing Partner, Sterling International (Luxury Executive Search)

'In her book Luxury Online, Uché takes an objective approach into presenting why the luxury sector has been reluctant to embrace the internet. She clarifies misconceptions and provides concrete suggestions on how brands should successfully dive into luxury e-business while highlighting pitfalls to avoid. I suggest that all luxury executives read this book!' - Alexandra Wilkis Wilson, Founder and Chief Merchandising Officer, Gilt Groupe

'If you are involved in the luxury business, you need this book.' - Nathalie Rykiel, CEO, Sonia Rykiel

Praise for Luxury Fashion Branding:

'Luxury Fashion Branding is a groundbreaking text addressing the business of luxury fashion from a strategic viewpoint..'

- Fibre 2 Fashion

'Insightful and thought-provoking - this is an indispensable guide to those looking to understand the modern luxury industry' Mark Dunhill, CEO, Fabergé

'A practical and essential resource for anyone involved in the business of selling luxury fashion. At last, I have a resource to which I can refer people' James Ogilvy, Publisher, Luxury Briefing, London

'Uché has written a true classic that will be a benchmark for years to come.' Milton Pedrezza, CEO, The Luxury Institute, New York

'Luxury Fashion Branding demonstrates that fashion is not just about flounces and flash, but has a true business edge that cannot be given short drift.' Yaffa Assouline, Editor-in-chief, LuxuryCulture.Com / Assouline Media

'Finally, the business of luxury has received what it has been missing for years, in this book.' Christian Jagodzinski, CEO & Founder, Villazzo Villa Hotel Group

'This book is a must-read for anyone who is serious about competing in the luxury fashion arena. Uché's

insights on the strategic aspects of brand management have helped us position Bontoni at the highest end of the luxury market' Lewis Cutillo, Co-Founder, Bontoni

'This is a pioneering exposé on a dynamic area of human endeavour luxury goods-, focusing on it as a business.' Wladimir Sachs, PhD, Associate Dean, Research, ESC Rennes School of Business, France

'This book is not just an excellent resource for the established luxury world, but an essential read for luxury players of the emerging markets who wish to compete on the international level' Lieran Stubbings, Director, Global Luxury Forum

'Although the subtitle of this book is Trends, Tactics, Techniques, there's a whole lot more than that. The author is nothing if not thorough. I was intrigued by this book' Zoë Page, The Book Bag

'The analytical nature of this book makes it timeless. The text is rich, full color and full of real life examples from known& unknown brands.' Roselyn Lewis (Washington)

'This book is just what the luxury fashion industry has been lacking. Well done, Uché' Kema Sam (London)

'This book is my bible for the luxury business' Aleksandra Ruczynska (Warsaw)

'This is one of the most comprehensive analysis of the luxury business for anybody who wants to have a real understanding of the luxury business.' Jorge Cosano (New York)

About the Author

Uché Okonkwo is recognised worldwide as one of the pioneer luxury business strategists. A true veteran of the luxury industry, she has closely collaborated with renowned luxury companies including Louis Vuitton, Gucci, Cartier, Fabergé, Christian Dior, Burberry, Tiffany's, Rémy Martin, Boucheron, Oscar de La Renta among many others.

She is the Executive Director& Founder of Luxe Corp (www.luxe-corp.com), the pioneer Luxury Strategy& Management consultancy company based at Paris' famed Place Vendôme, with a worldwide clientele.

Uché initiated the creation of Club e-Luxe, the executive club for luxury e-Business professionals as a convergence point for luxury e-business professionals to obtain access to latest strategies, knowledge, tools, systems, applications and approaches required to optimize luxury online. Club e-Luxe which hosts an annual summit in Paris has become a reference in luxury online and is at the forefront of the advancement of luxury in the context of the internet, digital media and new technologies. A real pioneer, Uché is also the Editor of Luxe-Mag.Com, the leading luxury business magazine online which features among others, insightful digital luxury content.

Her 2007 bestselling book, Luxury Fashion Branding has been recognized as the foremost business text to provide concrete strategic analysis on the business of luxury has become a reference for luxury companies including LVMH, PPR and Richemont and an official text at several business schools notably Harvard, ESSEC Paris and London Business School. She has also conducted seminars in these and other institutions including HEC Paris and Sciences Po Paris.

She sits on the board of several luxury organisations and is an honorary fellow of the American Luxury Marketing Council. Uché has an MBA from Brunel University Business School London.

Users Review

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Steven Zakrzewski:

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