

Luxury Retail Management: How the World's Top Brands Provide Quality Product and Service Support

By Michel Chevalier, Michel Gutsatz

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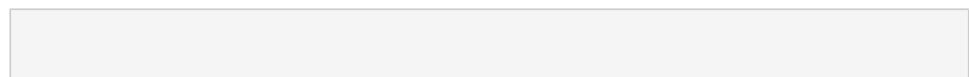
Luxury Retail Management: How the World's Top Brands Provide Quality Product and Service Support By Michel Chevalier, Michel Gutsatz

Noted experts offer invaluable insights into the glamorous world of luxury retail

Luxury Retail Management is your gold-plated ticket to the glamorous world of luxury retail. Defining all the tools that are necessary to manage luxury stores, from the analysis of location and design concept, to the selection, training, and motivation of the staff, the book covers everything you need to know to enter, expand, understand, and succeed in the world of luxury retail. Reaching the luxury customer is no longer the domain of the exclusive salon—the global luxury market boom and the phenomenal growth of luxury stores now views the retail sector as key to driving brand profitability. In dealing with this rapid change, luxury brands have experienced a steep learning curve and accumulated bags of retail expertise. And while some of the luxury retail rules and models in this book are exclusive to the luxury market, many have lessons for the whole retail sector.

- Examines the essential aspects of luxury customer relationship management, personal sales, and the customer experience
- Delves into the sophisticated business models that luxury brands have developed based on a mix of directly-operated-stores and wholesale
- Covers the management essentials—distribution, location, design, merchandising, pricing, brand promotion, and the management agenda for success

Written by respected experts Michel Chevalier and Michel Gutsatz, who lend their solid academic credentials and professional expertise to the subject, *Luxury Retail Management* asks and answers the questions that retail professionals need to understand in order to thrive in the luxury market.



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Editorial Review

From the Inside Flap

The relationship between luxury brands and the people who buy them is different from any other commercial transaction but the way that the two interact is changing rapidly. Twenty-first-century customers are increasingly looking for a more personalized experience, moving away from big department stores toward dedicated boutiques that offer an intimate retail experience. The times may be changing, but with this change comes an unprecedented opportunity for growth. *Luxury Retail Management: How the World's Top Brands Provide Quality Product and Service Support* contains everything you need to move your brand forward and thrive in the harsh new economy.

Answering the questions anyone working with luxury brands is asking—from "Where do I set up my store?" to "How can I build customer loyalty?"—authors and luxury brand management experts Michel Chevalier and Michel Gutsatz identify and address the key issues facing luxury products today. Packed with information on internet sales, setting retail pricing, advertising, and much more, the book also includes a "tool box" of techniques for managing a prestigious store.

Luxury retailing is a world unto itself, and resources on the concepts, procedures, and techniques that govern it are scarce. Presenting a holistic strategy designed to help you win over your customers before they ever set foot in your store, *Luxury Retail Management* covers everything executives, managers, and retail staff need to know in order to enter, expand, understand, and succeed in the world of luxury retail.

From the Back Cover

Praise For *Luxury Retail Management*

"Retail management, be it in stores, on the Web, or in salons, is the major issue for the future of luxury brands. *Luxury Retail Management* offers fascinating insights into the rapidly changing luxury markets and the growing expectations of their diverse and changing clientele."

—**Françoise Montenay**, President, Chanel

"In an era when 'getting it right' in premium retail is crucial in the luxury industry, this book delivers real insight into successful luxury retailing. Part conceptual, part operational, the book is truly insightful. Each chapter prompts key questions that luxury professionals are facing, and thanks to the authors' trusted expertise, the insights and solutions described are very inspiring. This book is an excellent resource for luxury professionals and intriguing reading for luxury aficionados alike."

—**Thomas Lindemann**, Group HR Director, Richemont International

"The retail dimension is fundamental for luxury branding. This book, for the first time, goes beyond intuitive thinking on retail and 'lasers' in on the rational and technical tools that make it happen. This book will become required reading for those willing to expand their expertise in luxury management."

—**Daniel Piette**, Chairman of L Capital; President of LVMH Investments Funds

About the Author

Michel Chevalier is an expert in luxury brand management and retailing. A consultant with EIM in Paris and a visiting professor of luxury marketing and retailing at HEC and Paris-Dauphine University in Paris, he

is also the coauthor of *Luxury Brand Management* and *Luxury China*, both published by Wiley.

Michel Gutsatz is an international expert in luxury brand management and brand strategy. He advises investment funds, luxury & prestige brands and retailers. He is currently Professor & Director of MBAs at Euromed Management (Marseille & Shanghai) and Adjunct Professor of Marketing at CEIBS (Shanghai). His blog BrandWatch at michelgutsatz.com is an acclaimed reference in brand strategy. Prior to that, Michel was Human Resources and Internal Communication Director of the Bally Group in Switzerland and managed a design & packaging agency in Paris. He also created the MBA in International Luxury Brand Management at ESSEC Business School.

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Gary Rose:

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Rebecca Walton:

This *Luxury Retail Management: How the World's Top Brands Provide Quality Product and Service Support* book is absolutely not ordinary book, you have after that it the world is in your hands. The benefit you receive by reading this book is usually information inside this book incredible fresh, you will get information which is getting deeper a person read a lot of information you will get. This particular *Luxury Retail Management: How the World's Top Brands Provide Quality Product and Service Support* without we realize teach the one who reading it become critical in pondering and analyzing. Don't end up being worry *Luxury Retail Management: How the World's Top Brands Provide Quality Product and Service Support* can bring when you are and not make your bag space or bookshelves' come to be full because you can have it in the lovely laptop even mobile phone. This *Luxury Retail Management: How the World's Top Brands Provide Quality Product and Service Support* having very good arrangement in word in addition to layout, so you will not feel uninterested in reading.

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