



Luxury China: Market Opportunities and Potential

By Michel Chevalier, Pierre Xiao Lu

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A guide to reaching and profiting from China's expanding luxury consumer class

China's growing consumer base and expanding economy means more disposable income for more Chinese citizens. The Chinese market for luxury goods is expected to expand from \$2 billion this year to nearly \$12 billion by 2015. Today's biggest global luxury goods retailers expect China to make up a large and ever growing portion of their customers, and those businesses are responding with new stores and investments in China. *Luxury China* gives readers—particularly professionals in advertising, marketing, and the luxury brands industry—a deep look into the future of the Chinese luxury goods market and shows them how to tap into China's tremendous market potential.

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Bibliography

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Editorial Review

Review

This is the first book to provide all necessary information for a luxury brand trying to develop its business in China. It indicates how the consumers, the stores, the markets and the communication tools are different and must be understood and used in a consistent and harmonious way. It gives examples of brands that have done well and brands that have done less well, so that the reader can understand the best practices in this territory.

- **Mimi Tang**, *President, Asia and Pacific, Gucci Group*

Is the China luxury market a long-term gold mine, a short-term mine field, or both? This timely and insightful book answers this question—and many more! No doubt a book every manager of the industry should read before investing or investing more in this fascinating country.

- **Eric Douilhet**, *President, Bluebell (Asia) Ltd.*

The Chinese El Dorado for luxury brands is not a quiet one-way street. More than anywhere else in the world the learning curve is a long and sometimes painful process. In *Luxury China*, Michel Chevalier and Pierre Lu share their outstanding experience of luxury brand management in China to help us assess and understand the marketing and business challenges, and better respond to them.

- **Alexandre Fauvet**, *Director for Licenses & Distribution, Lacoste SA*

Luxury China provides a complete exploration and explanation of the argument that China's potentially substantial surplus from foreign businesses can be considerably justified by the success of the luxury sector. Through affluent cases from both Europe and China, readers will learn about the vigor, acceleration, and future of the Chinese consumer market.

- **Professor Lu Xiongwen**, *Dean, School of Management, Fudan University*

The merit of this book, *Luxury China: Market Opportunities and Potential*, is that it is the first one to clearly indicate and to substantiate the fact that China has become a priority for the most dynamic brands and it gives very clear indications about the way in which the market should be developed.

- **Sidney Toledano**, *President and CEO, Christian Dior Couture*

From the Inside Flap

"Luxury China" answers the question of how to succeed in the fashion and luxury industries of Mainland China. The country's extraordinary economic boom has made it the world's third largest market for fashion and luxury with unlimited potential in the future.

Key issues, such as the size of the Chinese luxury market and its evolution in different product categories are explained and illustrated. Readers will find comparisons between the Chinese luxury clients and that of clients from the rest of the world. This book covers topics such as:

- Chinese luxury consumer behaviors and their preferences
- possible market entrance strategies
- elective retailing
- successful communication and advertising strategies
- effective campaigns against counterfeits in China.

"Luxury China" comes with business cases applicable to Chinese and international brands in main luxury

product categories, such as high fashion, leather goods, watches, spirits and wines, decoration and table wares.

The authors have provided deep insights and updated information for the industry's fast evolution in the market. This book comes equipped with practical and effective solutions for new brands that wish to explore their opportunities in this market. It will also prove useful for well-established brands facing the challenges of maintaining and increasing their market share. "A perfect reference with solutions!"

From the Back Cover

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Users Review

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Thelma Atkins:

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Vanessa Kistler:

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