



Press Kit

Luxury Fashion Branding: Trends, Tactics, Techniques by Uché Okonkwo

Luxe E.t.c. is pleased to announce the publication of the book, *Luxury Fashion Branding – Trends, Tactics, Techniques*, written by the company Director & Co-Founder, Uché Okonkwo.

Luxury Fashion Branding, published by Palgrave Macmillan with a Foreword by James Ogilvy, Publisher of *Luxury Briefing*, is the groundbreaking pioneer text that addresses the business of luxury from a strategic viewpoint. It critically analyses the essential aspects of luxury fashion management through tracing its origins, assessing its consumer behaviour, retailing tactics, branding and marketing strategies, e-business techniques, the new luxury competitive markets, environmental analysis, customisation strategies, business modelling and best and worst practices.

Luxury Fashion Branding has been described as the text that will re-define the business practices of the luxury industry. Uché says that she is excited to make a contribution of knowledge to the luxury industry and that *'the book is imperative for anyone connected with the business of luxury; those aspiring towards luxury; or those who simply want an insight into this intriguing business.'*

Uché is the Director & Co-Founder of Luxe E.t.c., the pioneer Strategy & Management Consultancy company specialized in the luxury industry. Based in Paris, she is also the Editor of the online luxury business magazine, Luxe-Mag.Com and chairs The Luxury Centre at ESC Rennes School of Business, one of France's finest business schools.

She is a seasoned luxury executive and currently advises some of the most renowned luxury brands like Gucci, Dior, Piaget and Coty Prestige.

Uché sits on the Advisory Board of several luxury entities including the Global Luxury Forum. She has an MBA from Brunel University Business School, London and a PhD from ESC Rennes School of Business France.



Luxury Fashion Branding is available from major book retailers worldwide. For more information visit www.luxuryfashionbranding.com



Praise for:

Luxury Fashion Branding: Trends, Tactics, Techniques

by Uché Okonkwo

Luxury Fashion Branding – Trends, Tactics, Techniques, published in 2007, has received enthusiastic praise from luxury companies, luxury professionals, analysts, academics, journalists and the wider public. The in-depth nature of the business analysis presented in the book; its core understanding and interpretation of the luxury goods sector; its extensive business scope and its clear language has made the book a true reference.

Described as the text that will re-define the business practices of the luxury industry by insiders, the following are just some of the testaments the book has received.

‘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

‘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, Associate Dean, ESC Rennes School of Business, France

‘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, Critic, The Book Bag

‘Finally, the business of luxury has received what it has been missing for years, in this book.’

- Christian Jagodzinski, Founder, Villazzo Villa Hotel Group

For Press Contacts, please visit
www.luxuryfashionbranding.com

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