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## **Cult Of The Luxury Brand**

The Cult of the Luxury Brand is the first book to explore how and why an amazing "luxeplosion" is rocking Asia, sweeping up not just the glitzy upper

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crust, but secretaries toting their Burberry bags, junior executives sporting Rolex watches, and university students in Ferragamo shoes. Hong Kong boasts more Gucci and Hermes stores than New York or Paris.

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Brand is the first

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insightful exposition of this dramatic re-framing of traditional Asian values. It is full of insight and vital source material for anyone interested in understanding modern Asians.

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With Hong Kong

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boasting more Gucci and Hermès stores than New York or Paris, and 94% of young women in Tokyo owners of a Louis Vuitton bag, the Asian consumer is a new target for brand-creation.

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**Amazon.com: The**  
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The cult of the luxury brand is so powerful that Asian consumers account for as much as half of the \$80 billion global luxe industry. Radha Chadha and Paul Husband explain the paradox of simultaneously pumping up your product's status while pumping it out to the masses.

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**The Cult of the  
Luxury Brand : Paul  
Husband :  
9781904838050**

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product's status while pumping it out to the masses.

## **The Cult of the Luxury Brand ( ) - Douban**

THE CULT OF THE  
LUXURY BRAND Well  
researched and highly  
readable, this book  
goes well beyond  
merely documenting...  
The authors have  
delved into the psyche  
and the motivation of  
the most fascinating

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consumers in... Luxury brands have become a cult in many Asian markets. A fascinating and ...

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owners of a Louis...

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'Cult of Luxury' is an occasional blog that explores Luxury in all its manifestations, how it's made, who makes it, how luxury is communicated and how we recognize and appreciate Luxury. Jean Noel...

## **'Cult of Luxury': The**

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## **The Cult of the Luxury Brand by Paul Husband · OverDrive ...**

In a series of recent articles, I have used the lessons of The Cult of the Luxury Brand to calculate the long term returns of several major luxury companies. Those calculations offer interesting...

**Conclusions And**  
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## **Final Thoughts On 'The Cult Of The Luxury ...**

Radha Chadha and Paul Husband's Book "The Cult of the Luxury Brand" describes the process by which luxury brands become popular in Asian countries. According to them, that process follows a model...

## **Examining The Growth Of The Luxury Industry In**

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This book focuses on the cult of the luxury brand in Asia, which takes up 37% of the \$80bn USD global luxury brand market, while Europe and US only take up 35% and 24% respectively. I think in this case, "cult" is definitely the right word.

**I am Fashion: The  
Cult of the Luxury  
Brand**

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**The Cult of the  
Luxury Brand: Inside**  
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21 Brands That Have  
Fanatics and Cult  
Followers. Cult  
Branding is the art and  
science of creating  
human experiences  
that lead to a feeling of  
belonging. This feeling  
provides a sense of  
shared consciousness  
with others, supported  
by ritualistic behavior.

## **Cult Branding Examples**

The cult of the luxury

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brand is so powerful that Asian consumers account for as much as half of the \$80 billion global luxe industry. Radha Chadha and Paul Husband explain the paradox of simultaneously pumping up your product's status while pumping it out to the masses.

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The practice of “gifting” and a cultural emphasis on conformity contribute to the craze. Chadha and Husband identify how the luxury mania took hold, country by country, and then explain how the luxury industry started and sustained this cult. Savvy marketers can use this information to plan how to penetrate the Asian market.

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**The Cult of the  
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Summary by Radha  
Chadha ...**

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