



# Global Luxury Trends: Innovative Strategies for Emerging Markets

*By J. Hoffmann, I. Coste-Manière*



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The rise of emerging market luxury brands, digital and online innovations, and growth in consumption globally has opened the doors for seasoned luxury houses and new players to expand their horizons. This book charts the trends that are shaping the luxury industry, particularly the rise of the luxury industry in Asia and emerging markets.



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