CLASSIC GUIDES

Luxury Outlook 2015

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Gucci cruise

By STAFF REPORTS

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LUXURY OUTLOOK 2015

WHAT TO EXPECT IN LUXURY MARKETING, RETAIL, MEDIA AND DIGITAL

A *Luxury Memo* special report

EDITOR'S NOTE
The world of luxury will certainly deflect this year to the various lobs of the market.

The challenges include those of the geo-political nature: a retreating Russian consumer threatened by sanctions, the Chinese affluent feeling the pinch in the home market, civil wars in the Greater Middle East, a Greek exit that threatens the Eurozone's stability and Latin America with domestic economic pressures.

On the plus side, India is back in the saddle, the United Kingdom is on the mend and, best of all, a resilient United States market is buoyed by rising consumer spend.

It is clear now that consumers are also reshaping the luxury shopping experience.

Digital media is ascendant. Use of smartphones and tablets for research, shopping and buying is on the up. Not surprisingly, ecommerce and mobile commerce are being taken more seriously.

Luxury brands and retailers, however, must work harder to link the digital experience to the store. Luxury customer service must continue to be seen and felt even in an increasingly digital world.

Please read this special 43-page Luxury Memo report from Luxury Daily reporters from start to finish. Jen King, Joe McCarthy, Sarah Jones and Nancy Buckley worked hard to provide a bird's-eye view of how luxury is expected to evolve this year. Thank you to them and to the luxury specialists who shared time and wisdom to produce this Luxury Memo.

Mickey Alam Khan
Editor in Chief

Luxury Daily

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