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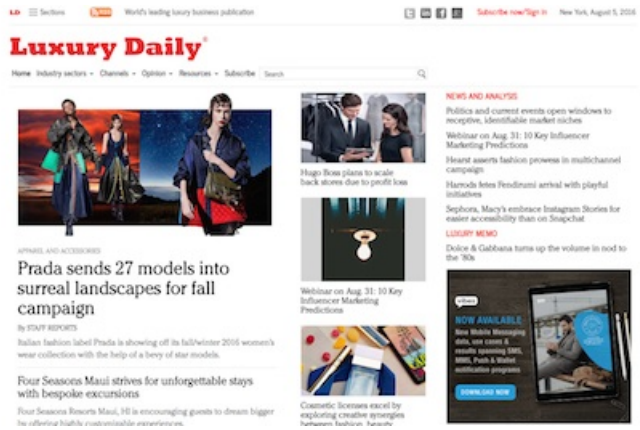
STRATEGY

Welcome to the new Luxury Daily

August 12, 2016



Luxury Daily redesigns publication to reflect luxury aesthetic

By STAFF REPORTS

Dear reader, it is official. Luxury Daily, the world's leading luxury business publication, has launched its redesigned Web site and newsletter, both newly enhanced services to empower our readers to make smarter decisions on luxury strategy, tactics and execution.

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The relaunch is a prelude to Luxury Daily's planned evolution this fall of transitioning to a paid subscription model to sustain our publication for the long-term in service of our readers. In return, what we intend to deliver to you is improved content and imagery, enhanced search and classification of information and analysis, more videos that illustrate the romance and thinking behind luxury marketers' moves and soon-to-come in-depth industry-sector special reports called Luxury Memos, all supported by insightful conferences and webinars..

"Luxury Daily has been both mirror and beacon to the sharpest luxury thinking and deployment worldwide," said Mickey Alam Khan, founder and editor in chief of Luxury Daily, New York. "In this new iteration, it walks the walk and talks the talk.

"Our readers are decision makers and executives from the world's leading luxury brands, retailers, agencies, publishers, consultancies, universities and researchers," he said. "What they need now more than ever, in this era of geopolitical uncertainty and consumer pullback, is more well-organized intelligence and insights to stay on top of the luxury game. We hope our redesigned publication meets that goal."

Key new features include:

Reader- and mobile-friendly layout: In addition to being responsive to mobile screens, the redesigned luxurydaily.com technically in beta form through the next few weeks is laid out to keep in mind the hierarchy of information needs on home, article and category pages. Typeface is easy on the eyes and content supported by multiple images and, where possible, marketer videos

Access to the archive: More than 16,400 articles with double the number of images as well as thousands of videos, all easily searchable for research and sharing purposes

Easier sharing: The new site enables better sharing of articles via email and social media platforms such as Twitter,

Facebook, Google+ and LinkedIn

New privacy policy, cookie policy and subscriber terms and conditions: Luxury Daily has revised its privacy policy and added new terms and conditions to reflect the current service as well as the impending transition to a paid-subscription model later in the fall. As is usual practice, use of this site and newsletter reflects acceptance of our privacy policy, cookie policy and terms and conditions that are compliant with U.S., E.U. and international laws, where applicable

Email newsletter: Our new newsletter format is completely mobile-friendly and aims to fit most accepted mobile phone screen sizes. The headlines, images, blurbs and links are easy to click on

Images: You noticed? Yes, we listened. The images are bigger and better

ALL IN ALL, Luxury Daily is as good as the editorial team behind it who build on the foundation laid by predecessors to whom much thanks is owed, too.

We hope you enjoy the new Luxury Daily experience. While it is still work in progress, the new design reflects the aesthetic and philosophy of the publication and its parent, Napean LLC also publisher of the *Mobile Marketer* and *Mobile Commerce Daily* publications.

"Our job at Luxury Daily is to inform, educate and stimulate ideas and action," Mr. Alam Khan said.

"This publication is a serious business title," he said. "Its job is not to be snarky or to talk down, but to elevate the discussion and thinking around sound luxury business strategy, keeping at the forefront marketing, retail, media, digital and geopolitical considerations."

Please send feedback to the editor at mickey@napean.com.

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