

MEDIA/PUBLISHING

In conversation: Luxury Marketing Council's Greg Furman and Luxury Daily's Mickey Alam Khan

August 17, 2016



Luxury Daily editor in chief Mickey Alam Khan is interviewed by Greg Furman, founder/chairman of the Luxury Marketing Council, discussing topics including the direction of luxury, the changed consumer and the focus of the publication

By MICKEY ALAM KHAN

Luxury Daily founder and editor in chief Mickey Alam Khan is interviewed by Greg Furman, founder/chairman of the Luxury Marketing Council.

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In this 29-minute dialogue in the video below, Mr. Alam Khan discussed his background, Luxury Daily's founding and focus, the state of the luxury business, how technology and evolving consumer habits have disrupted luxury sectors across the board, and why luxury brands should hang on to their values in the face of numerous temptations to follow mass-market ploys.

In this wide-ranging interview, Luxury Daily's Mickey Alam Khan discusses the new direction of luxury, how consumers have evolved, what it will take to attract the custom of millennials and the future of media