

RESEARCH

Join our 1st annual State of the Luxury Industry survey and receive exec summary

September 6, 2016



Viviane Sassen had already cast her unique eye into the world of Bottega Veneta when she shot the spring/summer 2016 campaign at the Jardin d'mail, the impressive installation by Jean Dubuffet, and her singular sensibility for shooting outdoors and keen sense of light and darkness are the perfect language again for this fall/winter 2016 collection

By STAFF REPORTS

Please click [here](#) to join Luxury Daily's first annual State of the Luxury Industry survey with Unity Marketing; participants will receive key findings in executive summary, plus free book

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The business of luxury is changing. The growing numbers of affluent consumers who readily indulge in a luxury lifestyle presents welcome opportunities for luxury brands.

Yet, the challenges of globalization, changing consumer patterns of shopping and media consumption, and the generational shift in the prime target market for luxury brands from mature baby boomers, to young Gen-Xers and even the younger Gen-Y better known as millennials, is upsetting the traditional ways that luxury brands market and grow their businesses.

As a result, new brands with new marketing messages are disrupting the traditions of marketing luxury, as Ana Andjelic, senior vice president and global strategy director of Havas LuxHub, pointed out in a recent Luxury Daily article: "The most successful modern luxury companies did not come from the traditional luxury industry think Tesla, Apple, Nespresso, Yoox Net-A-Porter, Farfetch or Warby Parker."

To assess the current state of the luxury business from an insider's point of view, *Luxury Daily* and Unity Marketing have partnered to create the **first-of-its-kind State of the Luxury Industry study**. Our goals are three-fold:

- Industry trends: Assess the key trends affecting businesses in the luxury industry or that provide services to the luxury industry such as advertising, media, branding or consulting
- Peer-to-peer sharing: Provide a forum to share insights and cross-pollinate ideas across and between different sectors and players in the luxury business
- Inspiration and education: By seeing how others in the luxury business think about the markets they are in, we can gain new perspectives to drive innovative ideas and business practices. Plus, the study results will help

luxury executives educate their various constituencies and partners about the current state of the luxury business

We need your help to achieve these goals.

If you believe as we do that a State of the Luxury Industry study will help you measurably improve your understanding of the changing marketplace that we face today in the luxury market, we kindly request you to complete this 10-minute [survey by clicking here](#).

As a thank-you for participating in the survey, we will share with you the results of the study in an executive summary as soon as it is complete.

In addition, you will also receive an electronic copy of Pam Danziger's new mini-book *What Do HENRYs Want?* that profiles the young high-earners-not-rich-yet consumers who represent the next generation customers for luxury brands.

We would most definitely appreciate the time you invest in sharing your ideas about the prospects for the luxury business. [Please join us in this survey](#).

Mickey Alam Khan

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