

MEDIA/PUBLISHING

Esther Kremer Luxury Woman to Watch 2018

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Esther Kremer, editor in chief, vice president and director of publishing partnerships, Assouline

By STAFF REPORTS

Esther Kremer

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Editor in chief, vice president and director of publishing partnerships, **Assouline**, New York

"Brands are becoming more specific with their language and messaging, sensitive to new iterations of what luxury means in global markets and to different age groups"

What do you most like about your job?

I like about my job what I'd imagine our readers cherish most about our books, and that is being immersed in their diverse and rich worlds.

A typical day at Assouline may include discovery of the colors of Ibiza, a centuries-old Irish Castle or the Bentley factory in Crewe. And perhaps a working session with a talented artist or designer.

Taking an idea from conception to actualization, with all the twists and turns that are sandwiched in between, all in a timeframe of what is ideally under a year per project brings a tremendous amount of fulfillment.

It's the cross-section of the creative and business sides that I most enjoy. I am extremely grateful for the relationships with our partners and learning about so many iconic companies from the inside.

What is the biggest challenge in your job?

I'd say that it's probably similar to many others in the industry, especially in our age of disruption, and that is balancing the future with the present.

Taking time each day to look ahead while also paying close attention to what is right in front of you.

What is your work priority for 2018?

The priority for this coming year is to continue to study the effects of technology and market trends, changes in the demographic of our brand enthusiasts, their diversity internationally and also in their age, and respond with the right product.

What is your proudest achievement in luxury?

I am grateful to have driven and contributed to a new expression in publishing, creating books that are treasured as possessions, the way they once were centuries ago, but in our modern age.

At Assouline, we have achieved this by responding to change expeditiously, understanding how to craft books that stand out in the market and are immediately identifiable, and by always innovating and never treading, despite the fact that we work in print.

How do you see luxury evolving in 2018

For starters, I think we will see a new vocabulary that will continue to emerge and define the product and experiences that we now refer to with the word "luxury."

Increasingly, brands are becoming more specific with their language and messaging, sensitive to new iterations of what luxury means in global markets and to different age groups.

At Assouline, we are closely tuned in to the values of the guests in our more than 20 international retail stores, their appreciation for authenticity, discovery and beauty. We believe that our books will be even more coveted and relevant in the years ahead.

[Please click here to view the full Luxury Women to Watch 2018 list](#)

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