

LUXURY MEMO SPECIAL REPORTS

Luxury Memo special reports for February 2018

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Digital expeirences matter, image source: Swarovski

By STAFF REPORTS

Luxury Daily's Luxury Memo special reports place emphasis on innovation in marketing, retail, media, digital and geopolitical efforts, outlining strategy, tactics, execution and results, where possible. These extensive deep-dives publish Thursday each week and are exclusive to Luxury Daily paid subscribers.



Please click below for the Luxury Memo special reports that published in February 2018:

State of mobile in luxury marketing: Luxury Memo special report

Transformation of luxury marketing and retail has largely been pushed forward by mobile technology, which now blurs the lines between in-store and online channels and marketing versus retail.

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The potential of 3D printing: Luxury Memo special report

The manufacturing of luxury goods connotes a specific assumption of handcrafted care, but 3D printing and other innovative manufacturing technologies are upending those expectations.

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Fragrance and personal care: Luxury Memo special report

Luxury labels are no longer the sole choice for wealthy fragrance and beauty consumers as the threat of indie players sparks a series of changes in high-end brands.

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Cities of luxury: Paris Luxury Memo special report

Luxury is found in many cities across the world, but Paris is often among the first metropolitan locations that come to mind when one hears "luxury."

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