

LUXURY MEMO SPECIAL REPORTS

Luxury Memo special reports for March 2018

April 4, 2018



Emirates takes inspiration from Mercedes for its in flight suites. Image credit: Emirates

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.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

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

[Photography in luxury Luxury Memo special report](#)

Photography for luxury brands was traditionally a well-crafted art used to shoot the highest quality images for advertising campaigns and catalog spreads. But with the influence of online, the imagery used by many brands today is quick, fun and informative, aiming to appeal to the smartphone user.

[Click here to read the entire article](#)

[The allure of pop-up shops Luxury Memo special report](#)

Taste-testing has expanded beyond ice cream shops into the luxury world with small tastes of a bigger brand through pop-up shops.

[Click here to read the entire article](#)

[Real estate Luxury Memo special report](#)

Keeping up with modern times is crucial in every industry, but with the ever-growing competition of residential buildings, it is important for real estate companies to stay current with laws, technology and trends.

[Click here to read the entire article](#)

[Lessons from first class Luxury Memo special report](#)

In a world where U.S. passenger airlines make 75 percent of their revenue from passenger fares, it is no surprise

they consistently revamp the most expensive options in first and business class.

[Click here to read the entire article](#)

[Sharing economy in luxury: Luxury Memo special report](#)

Owning luxury items is no longer the only option for consumers looking for the prestige and quality offered by high-end products.

[Click here to read the entire article](#)

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.