

COLUMNS

Top 15 thought-leadership columns of 2018

December 31, 2018



Mulling with millennials

By STAFF REPORTS

Leading experts across different luxury sectors, advertising and marketing, retail, digital and technology were bold and insightful in where and how they saw the luxury business evolving.

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Here, from among the 167 opinion pieces that *Luxury Daily* ran in 2018, are some worth reading again. They are listed in the order of most recently published.

[Copyright considerations for Web developers and content creators](#)

December 28, 2018

By [EVAN C. PAPPAS](#)

Almost all content found online and offline, for that matter is subject to copyright protection. This means that the copyright for almost every pixel you encounter, whether graphic or text, is "owned" by someone else.

[5 challenges stumping luxury fashion](#)

December 10, 2018

By [ANA ANDJELIC](#)

Luxury fashion's biggest internal challenge is its outdated organizational structure.

[Most common misconceptions about GDPR and data processing](#)

October 23, 2018

By [ERIC V. HOLTZCLAW](#)

Organizations must now reconsider whether or not they are governed under the laws of GDPR, as it is likely that they are.

[Quality, experience and loyalty: Why brands need to get into a luxury consumer's mindset](#)

October 8, 2018

By [BEN PASK](#)

Research shows that across sectors, what makes consumers lose trust in brands and, therefore, become less loyal is poor product quality, followed by price increases and poor customer service.

[Retail's future in 9 demographic trends](#)

September 12, 2018

By [PAMELA N. DANZIGER](#)

Nine macro-demographic shifts are shaping the destiny, opportunities and challenges for retailers. Retailers cannot escape them.

[Luxury brands must focus on destination in ecommerce journey](#)

June 8, 2018

By [FIONA FLORENCE](#)

When delivery does not align with expectation, and direct sales are poorly executed, there are repercussions.

[Luxury spending feeling a lot like 2007?](#)

May 31, 2018

By [PAMELA N. DANZIGER](#)

Across the globe, affluent consumers whose numbers and wealth are growing at a phenomenal pace are experiencing an uneasy sense of dj vu.

[Luxury brands must start investing in Gen Z now](#)

May 24, 2018

By [VERONICA ZELLE](#)

As their wallets start to catch up to the magnitude of their influence, luxury brands need to pay attention and invest in Gen Z.

[Chasing status: Keeping up with the changing definition of premium](#)

April 20, 2018

By [SHEREEN AL-AUZAIRY](#)

You may not associate the rise of Uber, Airbnb and Amazon with premium living at first. But actually, getting exactly what you want and when you want it at the tap of an application challenges an idea at the heart of traditional premium and luxury brands.

[7 critical areas for store-channel improvement](#)

April 13, 2018

By [MILTON PEDRAZA](#)

The Luxury Institute recently held its second round of intimate and confidential individual interviews with top-performing in-store sales associates across the spectrum of top-tier luxury and premium brands. It also crosschecked the findings with store managers and retail heads to confirm the results.

["Being" and "Becoming" merging in transformational economy](#)

March 14, 2018

By [JASMINE BINA](#)

We are seeing a change in the modern consumer that our current brand frameworks are not capable of addressing.

[Luxury's online/mobile future revealed in 5 brands](#)

March 6, 2018

By [PAMELA N. DANZIGER](#)

Too many luxury brands are not thinking about the technology. They are thinking about product, which is important, but they have to understand how their brand is being consumed differently than it used to be consumed.

[7 tips to survive the retail apocalypse in the Amazon Age](#)

February 27, 2018

By [EVAN TENNANT](#)

According to a recent survey, consumers are shopping online almost as much as they are shopping in retail stores.

[Are you really a digital business, or just faking it?](#)

February 16, 2018

By [JIM FELDSTEIN](#)

The reality is that the presence of ecommerce does not alone constitute a digital strategy. A retailer can operate a commercial Web site in a very analog way with no hope of achieving digital scale.

[Disruption: 6 insights to help luxury brands stay desirable](#)

January 17, 2018

By [STPHANE J.G. GIROD](#)

A recent IPSOS survey found that 65 per cent of Europeans complain that the prices of luxury goods have increased significantly without any real quality improvements.

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