

STRATEGY

Subscribe now: Full access to 80,000+ articles, reports, videos and images

May 20, 2019



MARKETING
Delivering luxury experiences hinges on humanity, authenticity, customization –

By SARAH KONG

As spending on experiences continues to eclipse sales of luxury goods, brands across sectors need to consider how they are delivering personal interactions that take consumers' individual preferences into account.

Art and science of merchandising – Luxury Memo special report –

Merchandising is evolving in the e-commerce era, as retailers need to consider multiple channels and consumers' heightened bricks-and-mortar expectations.



Register now: Women in Luxury conference New York May 9 2019



Mini So: Jewelry is not just a click 2019



Outdated POS poses challenge for omnichannel retail: BRP

NEWS AND ANALYSIS

Luxury Daily releases 44-page State of Luxury 2019 report polling industry insiders 2019

Subscribe now: Full access to 80,000+ articles, reports, videos and images 2019
Lalique, Ritz-Carlton, Krug, Lexus, Loewe, Martini Media and Heredia – Live news –

The Hamptons, Berluti, secondhand luxury and Kering – News briefs 2019
Satchers shoe patent dispute with Eliza: You be the judge –

LUXURY MEMO

Art and science of merchandising – Luxury Memo special report –



Luxury Daily's homepage from April 26, 2019

By STAFF REPORTS

We invite you to [subscribe](#) to *Luxury Daily* and join the ranks of the smartest luxury marketers worldwide. Our subscribers include decision-makers and executives from the world's leading luxury brands, retailers, agencies, publishers, market researchers, universities and consultancies.



A regular and continued subscription allows you to stay abreast of the latest news, analysis, marketing and retail campaigns, research, digital efforts and developments in the fast-evolving luxury business globally. Access more than 80,000 articles, special reports, videos and images from the world's leading luxury business publication, with live coverage during business hours that keeps you informed up to the minute.

Check out the [monthly and annual subscription plans](#) and gain full access to must-have luxury intelligence. Please [click here](#) to subscribe to *Luxury Daily* for uninterrupted access to the publication's content including live coverage, articles, special reports, videos, images and the archive.

Luxury Daily covers some of the most important developments in the luxury business including:

The smartest marketing campaigns from the world's leading luxury brands

How the leading luxury retailers are tackling the consumer's new favorite shopping channel of choice: ecommerce and mobile

Sector-by-sector analysis of what is working in luxury advertising and marketing, retail, media and digital

The impact of geopolitical developments on luxury demand and supply

Invaluable reporting of the latest and most reputable research to help make better decisions

Insights and analysis from leading luxury marketers on best practice

Do not miss a single story we publish. You need this intelligence to keep you up-to-speed. No one else covers luxury like we do.

Please [click here](#) to subscribe for continued access to all of our content, including articles, videos and images that highlight the strategic developments in the luxury business.

Are you a student? Please [click here](#) to access the student rate.

Prefer a corporate subscription for the team or company? Please [click here](#).

Please apply the subscription as a business expense.

© 2020 Napean LLC. All rights reserved.

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