

STRATEGY

Special invite to join State of Luxury 2020 survey respondents get exec summary

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Linking to luxury's future. Image credit: Frette's new fabric pattern

By STAFF REPORTS

Please [click here](#) to take our State of Luxury 2020 survey you will receive the detailed executive summary and a new 70-page book titled, "Luxury Marketing Disrupted: Evolving from the 4Ps to the 4Es of Marketing."

The business of luxury is changing. The growing number of affluent consumers who can afford a luxury lifestyle presents tremendous opportunities for luxury brands.

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On the other hand, the challenges of globalization, changing consumer shopping and media consumption patterns, and the generational shift from mature baby boomers to millennials and Gen Z as luxury's prime target are upsetting the traditional ways that luxury brands market and grow their businesses.

To assess the current state of the luxury business from an insider's point of view, *Luxury Daily*, Unity Marketing and the Home Trust International have partnered to conduct the fourth annual *State of Luxury* study.

Our goals are three-fold:

- Industry trends: Assess the key trends affecting businesses in luxury or that provide services to the luxury industry such as advertising, media, branding or consulting
- Peer-to-peer sharing: Provide a forum to share insights and cross-pollinate ideas across and between different sectors and players in the luxury business
- Inspiration and education: By seeing how others in the luxury business think about the markets they are in, we can gain new perspectives to drive innovative ideas and business practices.

We need your help to achieve these goals. Please spare a few moments of your time to [take the survey](#).

As a thank-you for participating in the [survey](#), we will share the executive-summary results of the survey as soon as our analysis is complete. You will also receive a copy of Pam Danziger's soon-to-release 70-page book titled, "Luxury Marketing Disrupted: Evolving from the 4Ps to the 4Es of Marketing."

Thank you so much for your time the collective insights will help you better shape your strategy to target the world's affluent.

Mickey Alam Khan, editor in chief, *Luxury Daily*

Pam Danziger, president, *Unity Marketing*

Chris Ramey, president, *The Home Trust International*

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