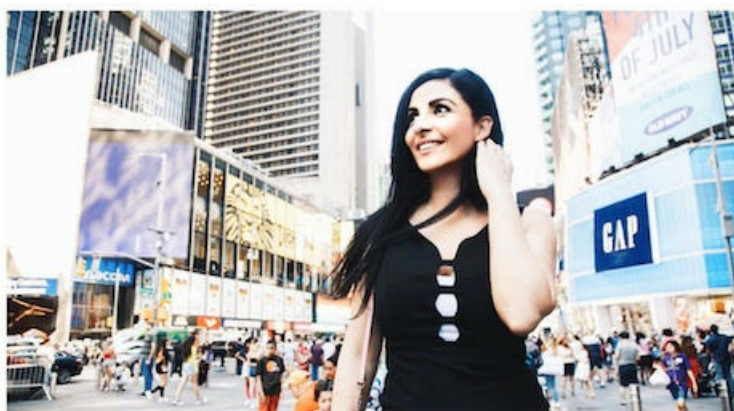


## PODCASTS

# Podcast: LookStyler's Mirjana Perkovic on how luxury travelers want to shop and eat like locals

December 4, 2019



*Mirjana Perkovic is founder/CEO of LookStyler*

By STAFF REPORTS

The Luxury Item is a podcast hosted by Scott Kerr, founder/president of brand strategy company **Silverstone Consulting**. It is focused on the business of luxury, and the people and companies that are shaping the future of the luxury industry.

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Episode #3: Mirjana Perkovic, founder/CEO of **LookStyler**

On this episode of The Luxury Item, Mirjana Perkovic, founder/CEO of LookStyler, talks to Scott Kerr about how the four-year old global styling platform is disrupting the way international luxury travelers shop. Ms. Perkovic talks about how she started LookStyler after seeing an opportunity in the growing fashion tourism market. She also shares some of the biggest trends in luxury travel, unique demands of millennial travelers and how LookStyler uses the data it captures from customers to make their next international shopping trip an even more tailored experience. She discusses how she is currently developing new shopping destinations in places such as Shanghai, Hong Kong and Mumbai.

"Now the biggest trend in travel are all about experiences shopping like a local, eating like a local, and this is what we organized for our travelers," Ms. Perkovic said. "We connect them with local fashion stylists, and we take them shopping.

"We capture data and it's mostly used for the customers themselves," she said. "So once we get to know them, we can basically follow them wherever they travel and offer the same kind of experience in other cities."

[Please click here to listen to the podcast with LookStyler's Mirjana Perkovic](#)