

WEBINARS

Agility Research to present Zoom webinar on how COVID-19 has changed luxury in Asia

June 30, 2020



How should marketers retool their strategy for Asia's wealthy consumers as COVID-19 changes consumption behavior? Image courtesy of Agility Research & Strategy

By LUXURY DAILY NEWS SERVICE

How is the COVID-19 pandemic changing consumer behavior in Asia?

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

That is the subject of a three-part, 90-minute online session from Agility Research & Strategy, a Singapore-based market researcher on the habits and behavior of the affluent.

Agility managing director Amrita Banta will unveil the latest primary research on affluent and luxury post-COVID-19 gathered in June from interviews with more than 5,000 Asian high-net-worth individuals and millionaires.

The data also sources from exclusive interviews with global luxury brands' senior executives offering insights on best strategies to restart growth in Asia.

In this Zoom webinar, attendees will learn:

First session: How COVID-19 has changed Asian luxury consumers' outlook, purchasing behavior and relationship with luxury brands across categories, from fashion, jewelry and watches to beauty, auto, wines and spirits.

Second session: How Asia's three largest luxury markets China, Japan and South Korea are evolving and which luxury brands are expected to succeed in Asia post-COVID-19.

Third session: How COVID-19 has changed Asian luxury travelers' travel behavior both in terms of where they go and what they buy while they travel and how luxury brands can target this consumer cohort effectively and recapture their spending power as they begin to travel again.

Ms. Banta, who was previously named to *Luxury Daily's* Luxury Woman to Watch list, will present on July 8 at 11 a.m. Paris time/5 p.m. Hong Kong time and on July 16 at 11 a.m. New York time/5 p.m. Paris time.

[Please click here to register for this webinar](#)

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.