

STRATEGY

Special invite to join State of Luxury 2021 survey respondents get exec summary

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UHNWs either plan to decrease or avoid activities that would increase risk of exposure, at least until COVID-19 has been mitigated. Image credit: Northrop & Johnson

By LUXURY DAILY NEWS SERVICE

[Please click here to take our State of Luxury 2021 survey you will receive the detailed summary](#)

The global COVID-19 pandemic has brought dramatic changes to the business of luxury. The goal in this year's *State of Luxury* study is to understand how the public health crisis has impacted the luxury market and identify strategies that businesses such as yours are using to recover from it.

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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 [fifth annual State of Luxury study](#).

As in previous years, we are asking a cross-section of companies that compete in the luxury market, partner with luxury companies, or individuals who study the luxury market to share their opinions and experiences.

All responses are anonymous, but every respondent will receive an executive summary of the survey results and, as a special thank you, a complimentary copy of a new Unity Marketing report, *Meet America's Most Powerful Consumer: Her Name Is HENRY*, a \$99 value.

In addition to gathering up-to-date information about the impact of and responses to the coronavirus on luxury businesses, the goals of the survey include:

- Industry trends: Assess the key trends affecting businesses in the luxury industry 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](#).

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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