

MARKETING

## Luxury Consulting Online's Dominika Trawka: Luxury Woman to Watch 2021

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*Dominika Trawka*

By LUXURY DAILY NEWS SERVICE

*Luxury Daily* annually honors smart women executives who show the potential to make a difference next year in the luxury business. This year's list features 26 honorees who have set ambitious goals to achieve in a luxury market that, while growing, is also challenged by rapid changes in consumer behavior and technology.

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Here is one honoree:

Dominika Trawka, founder, [Luxury Consulting Online](#), Geneva, Switzerland

*"By 2025, Generations Y and Z will account for almost 50 percent of luxury clients, so the time to reach them is now"*

What do you most like about your job?

My job is never boring.

My clients come from many different industries: fashion, beauty, jewelry, watches, home decor, interior design, etc.

Each project is different, each client has a specific vision and goals, his or her own style of management.

I adapt to them and their needs, while they benefit from my experience and recommendations. We grow together.

What is the biggest challenge in your work?

The biggest challenges in my work are challenges of my clients.

Nowadays, they have to build the image of the brand in online channels. It is necessary as the youngest generations and their future clients spend a great share of their time in social media.

The challenge is to communicate to them while not losing the luxury image.

By 2025, Generations Y and Z will account for almost 50 percent of luxury clients, so the time to reach them is now.

How have you adapted to the new order of things with the public health crisis?

My business was designed to serve clients remotely and online, so I did not have to change much.

The crisis even stimulated the demand for my advisory services, as now many companies need to adapt to the new reality and look for external help.

I also see that my plans to launch educational online courses should be finalized even faster than I thought.

What is your work priority for 2021?

My priority and mission remain the same: to educate my clients, support and recommend valuable marketing initiatives, improve their communication and promote transparency.

I focus on the "new luxury," which is much more environmentally friendly, minimalist, purpose and value based.

I will definitely follow this direction in 2021.

Besides, I will launch my online products like courses, e-books and industry reports.

How do you see luxury evolving in 2021?

In my opinion, the "new luxury" is coming: more transparent, more aware, more sustainable.

We will observe mindful luxury attitudes among companies as well as consumers.

Online sales will boom and consumers will change their attitude, decision-making processes and purchase behavior for good.

[Please click here to see the entire Luxury Women to Watch 2021 list](#)

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