

COLUMNS

# Luxury Unfiltered: trade wars, recession risks and uncertainty mean brands must conduct brutally honest audits now

April 9, 2025



*Daniel Langer is the founder and CEO of consulting firm quit*

---

By A LUXURY DAILY COLUMNIST

By **Daniel Langer**

**Luxury Unfiltered** is a weekly column by **Daniel Langer**. He is the CEO of **quit**, a global luxury strategy and creative brand activation firm, where he is the advisor to some of the most iconic luxury brands. He is recognized as a global top-five luxury key opinion leader. He serves as the executive professor of luxury strategy and pricing at Pepperdine University in Malibu and as a professor of luxury at New York University, New York. Dr. Langer has authored best-selling books on luxury management in English and Chinese and is a respected global keynote speaker.

Dr. Langer conducts masterclass management training on various luxury topics around the world. As a luxury expert featured on Bloomberg TV, Financial Times, The New York Times, Forbes, The Economist and others, Mr. Langer holds an MBA and a Ph.D. in luxury management and has received education from Harvard Business School. Follow him on **LinkedIn** and **Instagram**, and listen to his **Future of Luxury Podcast**.

---

© 2025 Reliance Relocation Services, Inc. All rights reserved.

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