

MULTICHANNEL

Luxury Outlook 2013: Up, Down or Flat?

November 27, 2012



By STAFF REPORTS

Please register for Luxury Daily's free annual webinar at 2 p.m. to 3 p.m. ET on Tuesday, Dec. 4: "Luxury Outlook 2013: Up, Down or Flat?"

Luxury marketers and retailers have held their ground in a global economy plagued with anemic demand, high unemployment, and growing consumer and public debt. Given this environment, what is the outlook for luxury brands in 2013?

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Luxury Daily

In this free hour-long webinar on Tuesday, Dec. 4 at 2 p.m. ET, senior executives from the Luxury Institute, Digital Luxury Group and Morpheus Media will discuss what luxury marketers can expect in the year ahead, how to craft their marketing plans accordingly and what left-field surprises to expect, if any.

"Luxury marketers and retailers proved their resilience in a tough economy sticking to their knitting: an emphasis on impeccable craftsmanship, unparalleled service, razor-sharp focus on customers and holding the price point to avoid tarnishing the brand," said Mickey Alam Khan, editor in chief of Luxury Daily, New York.

"The question now is, will luxury marketers and retailers be able to prove to customers and prospects in the year ahead that paying a premium for a luxury product or service is in their best interests?" he said. "That's where smart marketing and retailing will play a bigger role, to not only hold the line but also expand the market."

This webinar is one in a series produced by Luxury Daily to inform and educate luxury marketers on the ins and outs of luxury marketing and retail.

Themes discussed in the webinar:

- ☒ What luxury-focused brands, retailers, agencies and publishers can expect in the year ahead
- ☒ Which marketing or retail channel, if any, will be the breakout star in 2013
- ☒ Surprises ahead and how to act or react
- ☒ Lessons learned from 2012
- ☒ Crafting strategy for next year to truly embrace multichannel marketing, including social and mobile
- ☒ Three best-practice tips for luxury marketing and retailing in 2013

Panelists:

Milton Pedraza, CEO, The Luxury Institute

David Sadigh, CEO, Digital Luxury Group

Shenan Reed, chief media officer, Morpheus Media

Moderator:

Mickey Alam Khan, editor in chief, Luxury Daily

Attendees to the webinar can request a copy of the deck.

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