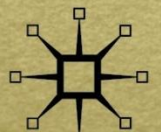


Luxury Online

Style,
Strategies,
Systems



Uche Okonkwo





Luxury Online will be published in July 2009 and is currently available for pre-order from major book retailers online and offline. It may also be purchased directly from the Publishers worldwide, Palgrave Macmillan. The book is composed of the following parts.

Title:	Luxury Online
Sub-title:	Styles, Systems, Strategies
Author:	Uché Okonkwo
Foreword:	Mark Dunhill
Pages:	360
Chapters:	9
Format:	Hard-back
Style:	Full colour text, case analysis, images, illustrations
Publication Date:	2010
Publisher:	Palgrave Macmillan
Distribution:	Bookstores worldwide (online and offline)
Previous books:	Luxury Fashion Branding (2007)
Web:	www.luxuryonlinebook.blogspot.com www.luxe-corp.com www.palgrave.com/products/title.aspx?pid=280809

The Book



Luxury Online – Styles, Systems, Strategies is the first book that analyses the luxury business in the context of the Internet and new technologies. It examines the paradoxes that have prevailed between luxury and the internet and presents the solutions required for luxury brands to find their place in the world of the internet, digital media and new technologies.

The book extensively evaluates luxury e-Business strategic approaches and brings into perspective relevant complex issues that are linked to the paradox of creating a luxurious experience through the Internet mass media as well strategies for e-Communications, e-Commerce, e-CRM, e-Merchandizing, e-Client analysis and Mobile luxury.

Luxury Online also demonstrates the process of luxury website design and creation through a focus on sensory appreciation that focuses on the 'mind' rather than the 'eyes' and enhances the e-Experience. It introduces the concept of the Luxesmosphere as a luxury extension of webmospherics and highlights the step-by-step approaches to its application within a luxury website and e-boutique. The book also uses the C-framework to reveal an integrated approach to website design strategy and content management.

The book addresses for the first time, the relevance of the Social Web, otherwise known as Web 2.0, and its platforms including 2-D and 3-D worlds to the luxury industry. Strategic recommendations are made on how luxury brands may clarify the confusion surrounding the Social Web.

Luxury Online also critically evaluates the dilemma of e-commerce that luxury brands currently face particularly in the areas of e-boutique development, product category identification, e-logistics, back-office support, security, privacy and content management. Applications for online and offline retail integration are also examined.

The book uses best and worst case analysis to propose business models for luxury e-business optimization and challenges luxury brands with an outlook beyond towards the horizons of mobile technology and interactive online applications such as scent difusing softwares, body scanners and neuro marketing tools.

Written from a strategic, insightful and timeless business perspective and presented in full-colour with ample illustrations, case analysis and references, *Luxury Online* is an eye-opener for the 21st century luxury executive that seeks to understand the power of one of the most influential business channels and how its revolution has transformed the way the world views luxury. The book is also suitable for professionals beyond the luxury sector seeking transferable approaches in e-Business for best practices.



Part One – Getting It

Introduction – Moving Beyond Slow Motion

Chapter One – Is Luxury (Still) Afraid of the Internet?

This chapter introduces the place of luxury online and examines the reasons for the initial reluctance of the luxury sector in adopting and integrating the internet in business practices. It identifies the key challenges of luxury in the digital context and analyses the suitability of luxury goods and services in the virtual environment. It also clarifies several misconceptions and pre-judgements that have been made on the internet and indicates the direction that luxury brands should take to optimize their presence online.

Chapter Two – Connected Luxury

This chapter provides a comprehensive picture of the current state of the internet and the cyberspace and the way it has changed client perceptions, behaviours, attitudes and interests. It highlights the way that 360° web interaction through social platforms is transforming the way consumers view and value luxury brands. It also pin-points the inter-connectivity of cyber-residents worldwide and how their collective experiences are shaping their expectations of recognition and intimacy with luxury brands. This chapter takes the reader on a journey on the evolution of the internet from the early years of the World Wide Web through to the phases of the Content, Participation and Virtual Life. The next wave of evolution of the internet is also hinted at the place of luxury in this context is examined.

Chapter Three – Web 2.0., The Social Web (or whatever you prefer to call it) is Real!

This chapter opens up with a comprehensive overview of the social web and all its dimensions including blogs, vlogs, plogs, mlogs, social networks, virtual worlds and other manners of user-to-user communities. It examines their characteristics and profiles their users, emphasizing that a large proportion of this population are within the high-income bracket. It goes further to examine the suitability of this platform for luxury and the impact of phenomenon on luxury clients. The implications of the social web for luxury brands are also highlighted together with recommendations of how luxury brands could strategically approach the social web.



Part Two – Doing It

Chapter Four – The e-Experience: Creating More than a Luxury Website

This chapter opens up the section of the approaches towards e-business integration for luxury brands through identifying the creation of a luxurious e-experience as the ultimate approach to affiliating with clients. It highlights the importance of sensory appeal in online experience optimization and reveals the web elements that enhance the five human senses online. It also identifies website design strategies and emphasizes on the need for luxury websites to appeal to the 'mind' rather than the 'eyes' in retaining the interest of online luxury clients. This chapter also reveals the idea behind the 'Luxemosphere' concept and its model as well as the 7 Cs of luxury website design.

Chapter Five – Luxury e-Communications

This chapter serves to demonstrate the days of luxury information dissemination through top-down and one-way approaches are over. It indicates that communicating with luxury clients online involves a 'conversation' approach which luxury brands must embrace in order to maintain the continuously elusive attention of wealthy clients. It also highlights strategic approaches to luxury online communications through advertisements, buzz-marketing, cross-marketing and projecting the luxury brand on websites that benefit the brand.

Chapter Six – The Art of Selling the Dream Online

This chapter approaches e-retail and e-commerce from a strategic angle. It begins with justifying the sale of luxury products and services online and introduces the 360° e-retail experience which emphasizes as much on collaborative exchanges as on purchases. It examines the rather weak stance that luxury brands have taken in e-retail through the mis-application of web elements that emphasize on processes rather than on experiences. It presents a step-by-step guideline to crafting an integrated e-retail strategy that applies optimization tools for e-boutique creation, product selection, e-merchandizing, client management, sales support, logistics, security and so on. It also examines the dilemma of the online price discounts and for the first time addresses the 'sample sale' and 'product loan' services provided by independent e-retailers and companies. Finally, strategies, systems and applications for online and offline channel integration.

Chapter Seven – e-People are Real People

This chapter paints a portrait of the online luxury client and examines the points of similarity and parity of their comportments online and offline. It demonstrates how they transfer cross influences from the internet to the real world and vice versa. It also highlights how their online experiences influence their value-systems and the way they perceive luxury. The chapter indicates that the internet is an important platform for educating and forming luxury clients and that cyber-residents in emerging markets will eventually evolve faster than the wider market.



Part Two – Doing It

Chapter Eight – Beyond the Internet

This chapter provides a glimpse to the future of the internet, digital media and other forms of interactive technology. It highlights the implications of the evolution of the internet for luxury brands. It also looks towards the areas of Mobile Technology and applications such as Body Scanners and Scent Devices as supporting channels for integrated luxury e-business with an emphasis on their content rather than the devices. It identifies Neuro Marketing as a source of future insights and concepts for luxury in the context of new technologies.

Chapter Nine – Best & Worst Practices of Luxury e-Business

This chapter uses several luxury brands as case references in highlighting the best and worst industry practices in the areas of brand identity projection, luxemosphere creation, content integration, usability, design & aesthetics, and new innovative concepts. The presentations are supported by recommendations and application techniques.

Epilogue

This section features an interview with the Author who explains her reason for writing the book, the associated experiences and the reactions of several luxury brands to the content. She also dispels several misconceptions of luxury brands' relationship with the internet and explains the bold steps of advancement that has been made in luxury e-business.



Uché Okonkwo is recognised worldwide as one of the pioneer luxury business strategists. An respected expert and veteran of the luxury industry, she has closely collaborated with renowned luxury companies including Louis Vuitton, Gucci, Christian Dior, Cartier, Boucheron, Chanel, Hermès, L'Oréal, Rémy Martin, Pernod Ricard, Vertu, Chopard and Fabergé as well as several emerging luxury brands. Uché is the Founder & Executive Director of Luxe Corp, the pioneer Luxury Strategy & Management consultancy company based in Paris, with a worldwide clientele and the Editor of Luxe-Mag.Com, the pioneer online luxury business magazine. She also initiated the creation of Club e-Luxe, the executive club for e-Business professionals, in recognition of the need for digital evolution in the luxury industry.

Under her leadership, Club e-Luxe has been playing a key role in shaping a consensus in digital luxury in both strategy and operations. In addition to several membership benefits, Club e-Luxe congregates luxury e-business executives and experts from around the world at two annual digital immersive events in Paris every January and June. These events which features experts of digital media, innovation and new technologies, act as unique opportunities to unravel solutions to the core strategic and operational issues in luxury through presentations, debates, workshops, consultations and live demonstrations. Some of the luxury brands that have been involved in the club include Louis Vuitton, Gucci, Christian Dior, Chanel, Cartier, Boucheron, Piaget, Burberry, Fabergé, Chopard, Adler, Coty, Annick Goutal, L'Oréal, LVMH, Gucci Group and a host of others.

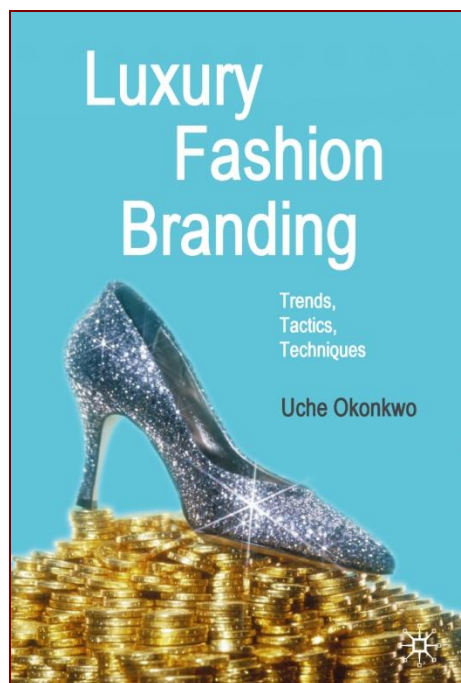
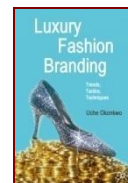
Her 2007 bestselling book, *Luxury Fashion Branding*, which was the first business text to provide a concrete strategic analysis on the business of luxury and initiated a remarkable consciousness in the luxury management sphere both in practice and academics. The book also gave rise to other publications on the subject. The book has been acclaimed worldwide and has become a reference in luxury training programs for both the major luxury companies and groups as well as several business schools notably, Harvard, ESSEC Paris, EML Genève and the London Business School.

At the forefront of luxury business advancement, Uché has acted as a Guest Editor of the *Journal of Brand Management* on its special edition on luxury brand management and has contributed to the *Harvard Business Review*. She regularly speaks at business conferences worldwide on the business of luxury, most recently at the International Herald Tribune's Annual Luxury Conference, the American Express Publishing Annual Conference, the Global Luxury Forum, the Harvard Luxury Business Conference and the China Luxury Summit. She has also given seminars at ESSEC Paris, Sciences Po Paris, the Harvard Business School, the London Business School and EML Genève.

Uché has an MBA and is preparing a Phd on luxury branding and e-business. She sits on the board of several luxury entities such as the I.618 Sustainable Luxury and is an honorary fellow of the American Luxury Marketing Council.

A multilingual who is passionate about art, design, aviation and culture, Uché lives in Paris and travels extensively.

Also By the Author



Luxury Fashion Branding – Trends, Tactics, Techniques (2007) by Uché Okonkwo, with a Foreword by James Ogilvy, Publisher of *Luxury Briefing*, is the first book that addresses the business of luxury from a strategic viewpoint.

It critically analyses the essential aspects of luxury management through a comprehensive brand strategy analysis, marketing approaches, retail strategies & management, e-business techniques, assessing the luxury consumer psychology, tracing the origins and evolution of luxury, the evolution of luxury, the luxury market environmental analyses, product management and customization methods, luxury business modelling and best and worst practices.

Luxury Fashion Branding has been described as the text the luxury sector has been waiting for

and a benchmark for the luxury industry. The book is imperative for anyone connected with the luxury industry; those aspiring towards luxury; or those who simply want an insight into this intriguing business.

Some of the feedback of the book attest to its value.

'Insightful and thought-provoking - this is an indispensable guide to those looking to understand the modern luxury industry' Mark Dunhill, *CEO, Fabergé*

'A practical and essential resource for anyone involved in the business of selling luxury fashion. At last, I have a resource to which I can refer people' James Ogilvy, *Publisher, Luxury Briefing, London*

'Uché has written a true classic that will be a benchmark for years to come.' Milton Pedreza, *CEO, The Luxury Institute, New York*

'Luxury Fashion Branding demonstrates that fashion is not just about flounces and flash, but has a true business edge that cannot be given short drift.' Yaffa Assouline, *Editor-in-chief, LuxuryCulture.Com / Assouline Media*

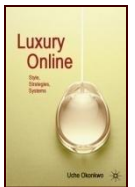
'Finally, the business of luxury has received what it has been missing for years, in this book.' Christian Jagodzinski, *CEO & Founder, Villazzo Villa Hotel Group*

'This book is a must-read for anyone who is serious about competing in the luxury fashion arena. Uché's insights on the strategic aspects of brand management have helped us position Bontoni at the highest end of the luxury market' Lewis Cutillo, *Co-Founder, Bontoni*

'This book is not just an excellent resource for the established luxury world, but an essential read for luxury players of the emerging markets who wish to compete on the international level' Lieran Stubbings, *Director, Global Luxury Forum*

'Although the subtitle of this book is Trends, Tactics, Techniques, there's a whole lot more than that. The author is nothing if not thorough. I was intrigued by this book' Zoë Page, *The Book Bag*

Publisher



Palgrave Macmillan is a global academic and business publisher, serving learning and scholarship in higher education and the professional world. Palgrave publishes a wide range of books in business, the humanities and social sciences and presently has over 10000 active titles. As part of the Macmillan Group, Palgrave represents an unbroken tradition of 150 years of independent academic publishing, continually reinventing itself for the future. For further information on Palgrave Macmillan, please visit the website www.palgrave.com or contact one of the following:

Europe

Palgrave Macmillan Ltd.
Houndmills, Basingstoke
Hampshire RG21 6XS
Tel: +44 (0)1256 329242 (Reception)
Fax: +44 (0)1256 328339

USA & Canada

Palgrave Macmillan
175 Fifth Avenue
New York, NY 10010
Tel: 1 (888) 330-8477
Fax: 1 (800) 672-2054

Asia & Latin America

Macmillan
Unit 1812, 18F, Paul Y Centre
51 Hung Road
Kwun Tong, Kowloon
HONG KONG
Tel: 852 2811 7122
Fax: 852 2811 0743

Australia

Palgrave Macmillan
Level 1, 15-19 Claremont St
South Yarra VIC 3141
Tel (03) 9825 1170
Fax (03) 9825 1010
Email
palgrave@macmillan.com.au

New Zealand

Macmillan Publishers
6 Ride Way
Albany
Auckland,
1331 New Zealand
Tel: 64 9 414 0350
Fax: 64 9 414 0351

Africa & Middle East

Palgrave Macmillan Ltd.
Houndmills, Basingstoke
Hampshire RG21 6XS
Tel: +44 (0)1256 329242
(Reception)
Fax: +44 (0)1256 328339

To learn more about Luxury Online or other publications by the Author and her work, visit

www.luxe-corp.com

www.luxe-mag.com

www.luxuryfashionbranding.com