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### **Luxe Corp Pioneers the First Special Edition on Luxury by the Journal of Brand Management**

*Luxe Corp*, the pioneer luxury Strategy & Management Consultancy company and business services provider to the luxury industry is pleased to announce its collaboration with the Journal of Brand Management (JBM) for the publication of a Special Edition on luxury brand management. The special issue has been 'Guest Edited' by Luxe Corp's Executive Director, Uché Okonkwo and features articles and papers written by Ms. Okonkwo and other recognised luxury industry specialists and academics.

This is the first time that a journal of high-calibre has dedicated an entire issue to the business of luxury and *Luxe Corp* believes that this publication will lead to the continuous advancement of the luxury industry. The Journal of Brand Management is recognized worldwide as the leading authoritative journal on brand strategy, and draws together cutting-edge analysis and latest thinking from leading figures at the world's foremost companies, consultancies and academic institutions.

In an official statement, the Executive Committee of Luxe Corp stated that *"We are excited to be associated with the very first dedicated publication on the luxury business by a high-standing journal. We believe that our efforts towards making this special issue possible is a real contribution towards the evolution of the luxury sector"*. *Luxe Corp* currently provides services to the luxury industry through three main business divisions under the corporate trademarks Luxe E.t.c. (Strategy Consulting); Club e-Luxe (Executive Club for Luxury e-Business professionals); and Luxe-Mag.Com (Online Luxury Business Magazine) and has business representations in Paris, New York and Shanghai.



*Luxe Corp*, the pioneer Strategy Consultancy company and business services provider to the luxury industry has pioneered the publication of a Special Edition dedicated to luxury brand management by the Journal of Brand Management. This is the first time that a journal of high-calibre has dedicated an entire issue to the business of luxury. The edition features articles and papers contributed by leading luxury professionals and academics and has been 'Guest Edited' by Luxe Corp's Executive Director, Uché Okonkwo

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