

1. Record Nr.	UNINA9910786601703321
Autore	Rambourg Erwan
Titolo	The bling dynasty [[electronic resource]] : why the reign of Chinese luxury shoppers has only just begun
Pubbl/distr/stampa	Hoboken, : Wiley, 2014
ISBN	1-118-96971-5
Descrizione fisica	1 online resource (280 p.)
Collana	Wiley Finance
Disciplina	305.5234
Soggetti	Fashion -- History Luxury goods industry Luxury Art, Architecture & Applied Arts Arts & Crafts
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	The Bling Dynasty; Contents; Acknowledgments; About the Author; List of Terms; Foreword; Introduction: The New Silk Road; Chinese Luxury Avatars; Calvin Li; Lewis Wang; Tiffany Ma; Brittany Chen; Hermes Zhou; The Middle-Class Kingdom; Who Am I to Tell You about This?; Bling Is Dead? Long Live Bling!; Part One WEST GOES EAST; Chapter 1 Eastern Promises, Delivered; Don't Believe the Hype? Come to Hong Kong; What It All Means for Luxury; Guys, Guanxi, Gifting; This Is a Man's World; Guanxi and Frustration of the Masses; Xi Is Serious; Same Same?; The Future Is Female; Summary Chinese Luxury Consumer Pool about to BalloonLooking at the Uber-Wealthy; Tapping into Middle-Class Expansion; With So Many Consumers, Is This Still Luxury?; History Approach; Scarcity Approach; Financial Approach; Too Much Cash; M&A as a Weapon to Overcome Ubiquity; Summary; Chapter 4 Deconstructing the Myth; The Art of Storytelling; Cartier: From Niche to a 'Must', and to Leadership Status; Louis Vuitton: Step Out and Be a Globetrotter; Insights over Brands: The Japanese Show the Way; Everything Has a Price: Don't Push It; Korean Brands: Leather Like Vodka, Anyone's Game Louis Vuitton, Gucci in the Middle: Rejecting MainstreamThe Cost of

Leadership; 'Going Lifestyle'; Summary; Part Two EAST GOES WEST; Chapter 5 The Trouble with Travel; Travel's Role in the 'Education' Process; The 'One City' Illusion and Selling to Non-Locals; From Groups to Individuals; Natural Penetration of Luxury: From CO-J-A-C to Korea; CO-J-A-C: An Appealing Theory of Evolution; The Korean Wave Goes Further; Summary; Chapter 6 Why Chinese Travel and Where To; From France's Popular Front to China's Popular Pastime: Governments Supporting Travel
The T-R-A-V-E-L Equation: Why Chinese Are Buying Luxury
AbroadTime: On Luxury's Side; Regulation: Just Because I Can Means I Probably Will; Affordability: Cheap Travel, Cheaper Products; Validation: Look at Me, I'm Famous; Experience: Better Products, Better Service; Legitimacy; Asia over Europe for Now? And the United States Tomorrow?; Macau Madness; Why Europe Is Losing Out to Asia; The United States: The Next Eldorado?; Summary; Part Three EAST MEETS EAST; Chapter 7 Are Chinese Brands a Threat to Western Models?; Here's Where I Get My Kit From . . .
Consumerama: Areas of Non-Compete and Battlegrounds between Chinese and Imported Brands

Sommario/riassunto

Why the luxury market's fate rests in Chinese wallets The media has negatively focused on the Chinese political administration clamping down on gifting. Observers have come to doubt the strength of Chinese consumption as the key driver for luxury. The Bling Dynasty illustrates how doubts about Chinese consumption are ill-founded and Chinese luxury demand is on the cusp of becoming dominant. This book contains the research and expert views companies need to understand and address the new challenges posed by this dominance. Each chapter brings a different perspective, covering complex aspects of
