

1. Record Nr.	UNINA9910808075703321
Autore	Chevalier Michel <1943->
Titolo	Luxury China : market opportunities and potential / / Michel Chevalier and Pierre Lu ; foreword by Sidney Toledano
Pubbl/distr/stampa	Singapore ; ; Hoboken, N.J., : John Wiley & Sons (Asia), 2010
ISBN	1-119-19975-1 1-283-33270-1 9786613332707 1-118-18160-3
Edizione	[1st ed.]
Descrizione fisica	1 online resource (271 p.)
Altri autori (Persone)	LuPierre Xiao
Disciplina	658.800951
Soggetti	Consumer behavior - China Luxury
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographic references (p. [241]-243) and index.
Nota di contenuto	Challenges and market size -- Alfred Dunhil -- The Chinese luxury client -- Shanghai Tang -- Chinese consumer attitudes toward luxury -- Rolex in China -- How to distribute in China -- Shiatzy Chen -- Retailing and licensing in China -- Louis Vuitton in China -- Communication and advertising -- The war of the spirits -- Brand protection and counterfeit activities -- Luili Gongfang: breaking into luxury by way of glass.
Sommario/riassunto	A guide to reaching and profiting from China's expanding luxury consumer class China's growing consumer base and expanding economy means more disposable income for more Chinese citizens. The Chinese market for luxury goods is expected to expand from 2 billion this year to nearly 12 billion by 2015. Today's biggest global luxury goods retailers expect China to make up a large and ever growing portion of their customers, and those businesses are responding with new stores and investments in China. Luxury China gives readers-particularly professionals in advertising, marketing,