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Independent Luxury: The Four Innovation Strategies To Endure In The Consolidation Jungle

Jonas Hoffmann, Laurent Lecamp

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In recent years, luxury brands have deviated from the principles of craftsmanship, rarity, uniqueness and heritage. Conglomerates such as LVMH and Richemont have grown at an unprecedented pace and show no sign of slowing. This book explains the importance of innovation and argues why independent brands are vital to the survival of the industry.

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