



Book Review:

Luxury Brand Management in Digital and Sustainable Times 4th Edition

by Michael Chevalier and Gérald Mazzalovo

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The newly revised Fourth Edition of the book *Luxury Brand Management in Digital and Sustainable Times* by Michael Chevalier and Gérald Mazzalovo examines many aspects of luxury but also adds the impacts of increased online presence and consumer demand for more sustainable products. The authors define luxury on page 6 as an idea that started out as “a practice of distinction” but has become a “common experience”. This book is an analysis of the current luxury brand environment and rapidly changing trends.

The authors both have extensive experience in the luxury product market. Michael Chevalier is the president of Parfums Dusita, Paris, and a visiting professor of Luxury Management at HEC Paris and Università Cattolica di Milano. He also managed the Paco Rabanne perfumes and fashion companies. Gérald Mazzalovo is currently a senior research fellow and faculty member at Sasin School of Management of Chulalongkorn University in Bangkok, Thailand. He has been CEO of brands such as Ferragamo (USA), Loewe, Ungaro, Bally, Clergerie and Jim Thompson Thai silk.

Starting with the definition of new luxury on page 35, “Products, services, experiences can be qualified as being of luxury nature, when both the brands and the customer have invested their resources beyond the norm(s) in the respective processes of proposing and acquiring them” Chevalier and Mazzalovo then examine many major luxury industries, such as fashion, cosmetics, leather goods, watches, and hospitality. They explore what makes luxury branding unique, who the luxury consumers are and the brand identity. The differences in marketing and managing of luxury brands are also discussed.

This new edition takes note of current changes in the industry. Many players in the luxury industries are updated and the hospitality industry is an addition from previous editions. The Luxury Clients chapter looks at the geographic changes in luxury consumption. Several brand

analytical tools are added. For example, the authors apply the Brand Aesthetics Analytical Grid to the Thai brand Jim Thompson.

Major updates in the book are in digital and sustainability. The book has a substantially revised chapter on Communication in Digital Times, which investigates how brand identity changes in a digital environment. Many luxury brands were initially reluctant to embrace the digital marketplace, but digital customer engagement has become imperative. This emphasis on the digital aspects is an important addition. The chapter on retail management explores the complexities added with digital environment. It also adds a new chapter on Sustainability and Authenticity. Many luxury brands, such as Patek Philippe emphasize the longevity of their products.

Luxury Brand Management in Digital and Sustainable Times is a book that is ideal for not only graduate students but also marketing professionals who work in the luxury marketplace. This book covers a broad range of topics under the broad umbrella of marketing such as analytic tools, branding, advertising, PR, customers, retailing, wholesaling, and sustainability with examples in every area of luxury.

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