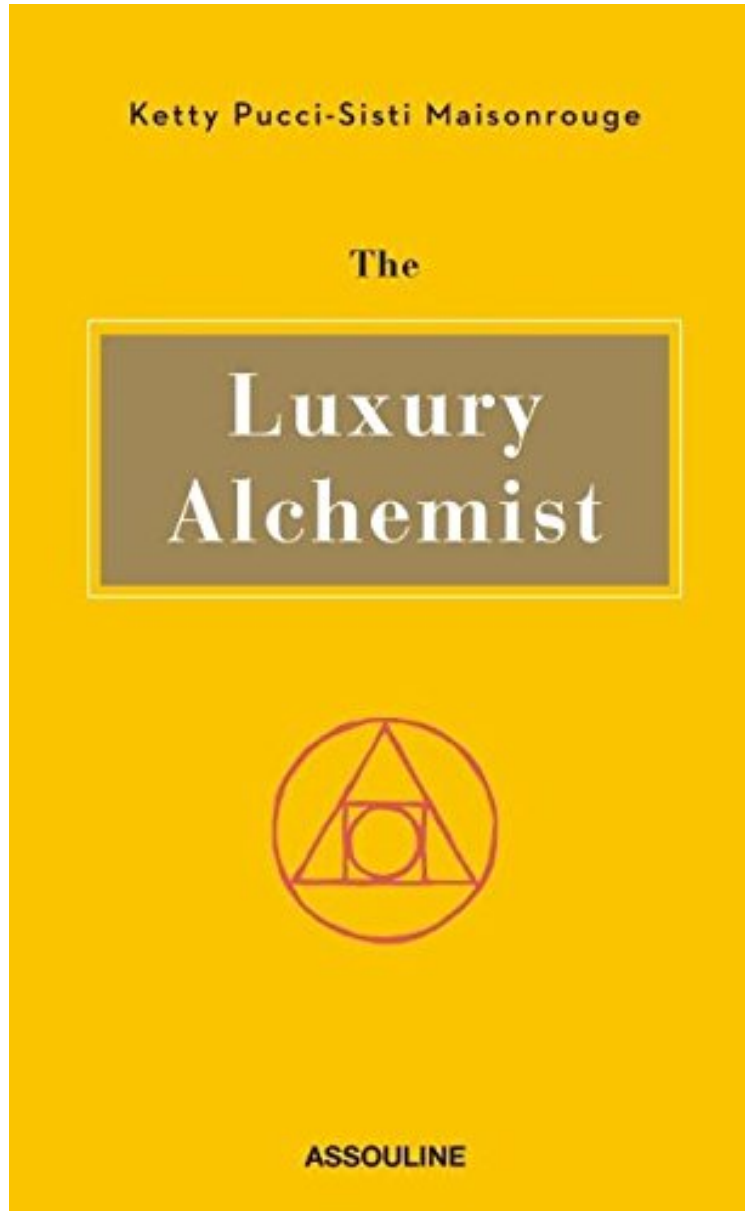


(Download) The Luxury Alchemist (Classics)

The Luxury Alchemist (Classics)

Ketty Pucci-Sisti Maisonrouge
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Ketty Pucci-Sisti Maisonrouge : The Luxury Alchemist (Classics) before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Luxury Alchemist (Classics):

0 of 0 people found the following review helpful. Valuable insights into an industry that is very much more of an art

than a science
By Andrew Klug
The book begins with an exploration of the ingredients required to build a luxury brand not so much a magic formula (to the apparent disappointment of some other commentators), but rather the author delivers her message by way of interesting anecdotes and specific examples from numerous luxury brands over several decades thereby revealing interesting details and insights that could only be provided by someone with such extensive experience in the exclusive world of high luxury. Then looks at two specific and idiosyncratic case studies, the first a luxury startup, the second Sir Richard Bransons Virgin Galactic. The book provides valuable insights into an industry that is very much more of an art than a science. Besides that, a very enjoyable read.
1 of 1 people found the following review helpful. Good Luck
By gutzwiller stephane
Not much in this book, aside name dropping and platitude. Could not bring myself to finish it.
Good Luck to the next buyer
0 of 0 people found the following review helpful. Five Stars
By astrid romero veiga
Loved it!

Offering an insiders view of the inner workings of the luxury world, *The Luxury Alchemist* is the ultimate guide for anyone aspiring to create or grow their own luxury brand. With an in-depth analysis of the ever-evolving luxury market to the Magic Ingredients needed to launch a luxury brand, this title features intriguing stories and anecdotes from leading companies and revered names. From Herms, Daniel Boulud, Vera Wang, and Loro Piana to Burberry, John Hardy, J. Mendel, and Reem Acra, *Maisonrouge* meticulously leads readers through the strategies that these successful brands employed in order to make it to the top. A second section takes readers through two up-and-coming startups, Savelli and Virgin Galactic.