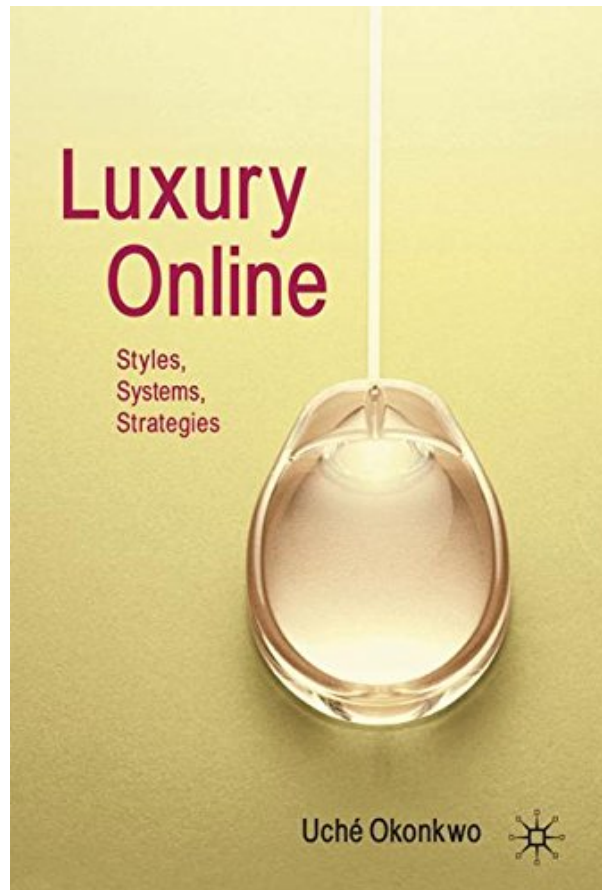


LUXURY ONLINE: STYLES, SYSTEMS, STRATEGIES BY U. OKONKWO



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This new book focuses on the analysis of the online strategy and development of the luxury industry, tracing the evolution of the Internet from a means of communication to a trade and distribution channel. The author provides a comprehensive evaluation and a critical assessment of the tactics required for the management of luxury brands online.

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Most helpful customer reviews

6 of 8 people found the following review helpful.

Authoritative? It is a mix of self evidence, wordiness and misconceptions

By Rudy Wolff

If you are into luxury, luxury branding, luxury advertising, social media and/or high end online marketing it is, judged by the 100 first pages, really not worth the time or effort.

I can quote another review: "I personally left the book for good when the theoretical shopping of an oriental princess was described. She was seeking online information before her brick and mortar shopping trip to Europe. She could not find relevant information on sizes, colors et cetera in ordinary e-channels like company sites, "Vogue" ([...] instead, perhaps?), but was thrilled by Christian Lacroix' La Redoute collection and would shop from there on the Europe trip (!). - Does this author even know what La Redoute is? A mail order giant, by their styles judged serving everything from the working class to upper middle classes ...

All in all the book is far too wordy (why mention f.ex. World of Warcraft?) and might serve as an introduction to web presence for online analphabets (especially those who think e-luxury is a self-contradiction). And these are many, even among scholars scrutinizing the Internet. For younger people professionally already into social media et cetera it is not much more than a waste of time."

2 of 3 people found the following review helpful.

Deluxe look at how the web sells luxury

By Rolf Dobelli

How do you market luxury items, which by definition are exclusive, on the internet, which by definition is accessible to the masses? This is the conundrum facing the luxury products industry, explains high-end marketing strategist Uché Okonkwo, and most deluxe brands have failed to find a solution - so far. Prada didn't even have a website until 2007. Today, countless blogs, forums and websites are dedicated to exchanging information that once belonged exclusively to the elite. For instance, in 2009, online "fashionistas" saw Madonna's Louis Vuitton ad campaign months before the images appeared in Vogue. Thousands of savvy observers congregated on the web, talked about the ads, pronounced judgment and moved on to the next big thing. Okonkwo explores how the web has revolutionized the way people perceive, view and purchase luxury goods. She explains why the industry must do a better job of responding to and

participating in the digital world. Her exposition is thorough, solid and relevant, with abundant helpful pictures, though wordiness and repetition somewhat impede smooth sailing. Still, getAbstract believes it is a landmark resource for the luxury sector and of interest to anyone in e-commerce.

1 of 3 people found the following review helpful.

Useful, expert, and current

By Frederic Journoud

This book is extremely useful to understand the latest trends in online marketing for the luxury and fashion industries. Published in 2010, it takes into consideration the latest Web technologies available, the social networking phenomenon, the latest innovation in online marketing, the rise of the developing countries as consumers of luxury goods, and the dramatic changes in customer behaviors resulting from the current recession. Beyond the value of the content, the book is very well designed and pleasant to read. Okonkwo is definitely a great expert.

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