

Learning from Luxury

Distribution Lesson 1

Retailing is neither selling nor distributing

Retail is communicating Brand Universe

Retails sets and sells the price

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Distribution Lesson 2

Luxury is a gift

The consumer is not the customer

Shopping experience

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Distribution Lesson 3

Retail is about Human Relations

Keep the Link

One-to-One

Luxury Strategy *and* NTIC

A strategy for the future

In the past, they were in conflict

Today, they start to link

Tomorrow, they will be interlinked