

THE LUXURY BUSINESS GAZETTE

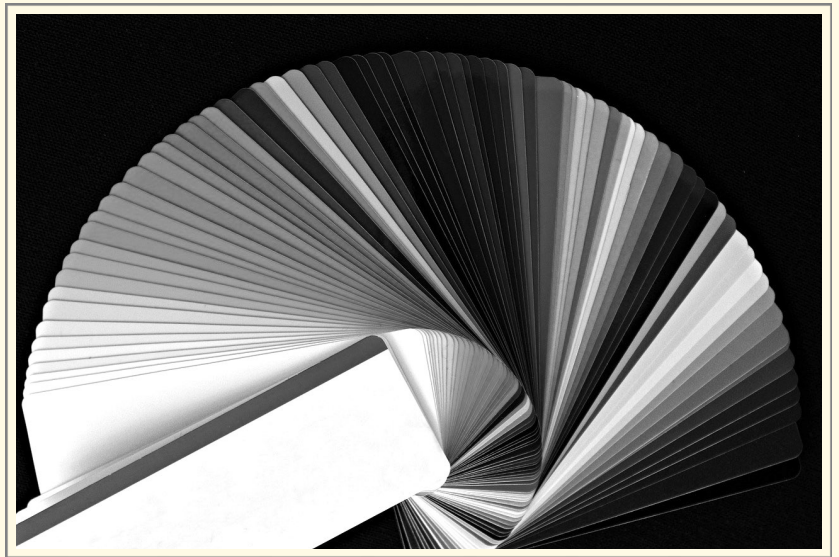
Monthly business news, analysis & views from the global luxury industry

Quiet Wealth And Private Deals Behind Closed Doors

➤ As [CNBC](#) reports, auction companies and luxury real estate brokers say wealthy buyers and sellers are increasingly turning to private sales and off-market listings. Quiet wealth and highly private deals for luxury real estate, art and classic cars make up a significant slice of the global luxury markets. Connoisseurs, early adopters and insiders have the right connections for this.

Market Demand for Fake Luxury Fashion Items In Asia

➤ The counterfeit luxury fashion market in Asia is bigger than people think. As Miguel Hahn and Jan-Christoph Hartung wrote in their investigative photo essay for the [Guardian](#): “The fakes are everywhere – in shopping malls, night markets and even in small street shops. Customers of counterfeit clothing include not only locals but also many European and American tourists.”



LUXURY BRANDS' EFFORTS TO PROTECT BRAND COLORS

A brand's color code can be one of the key differentiating factors especially among luxury brands. Some of these brands have managed to own a specific color so well over decades that when a person sees just that color he/she immediately thinks of that luxury brand. Think of Hermes' orange, Tiffany's turquoise blue, Aston Martin's racing emerald green, Veuve Clicquot's yellowish orange and so on. The pioneer market researcher, who applied psychographics in this area was Louis Cheskin. He founded the Color Research Institute of America in Chicago in the 1930s, two decades before Pantone. The research in neuromarketing focused on color shades has been developing further ever since. Today, luxury brands even go to court [battles](#) to own and protect a specific color shade.

EU to Stop Russian Imports of Western Lux Cars via Belarus

➤ Similar to [Armenia](#), Belarus has been one of the key countries that funnel EU and US made cars helping evade sanctions against Russia. According to [FT](#), the European Union now seeks to close the trade loophole and stop Russian imports of Western luxury cars via Belarus.

What Are the Main Factors That Drive an Artwork's Value?

➤ How can the new art collectors and investors make sure they are not paying over-the-odds? What are the main factors that drive the value of an artwork? According to some of the leading art [advisors](#) reputation, market demand, artistic medium and materials, art market trends, exhibition history, long-term potential are some of these factors.

Scotch Whisky Projected to Hit a Record \$15 Bln Sales by 2028

➤ According to the recent report by Technavio, the Scotch whisky market (including both single malts and blends) is projected to hit a [record](#) \$15 billion in sales by 2028. In their analysis the driving factor of this projected growth is mainly the increase in ultra-premium and luxury releases which are appealing for both pre-existing and new customer segments world over.

FAUNA SYMBOLISM IN LUXURY

Many of the logos of luxury brands have clear fauna symbolism in them and, in addition to the logos, they create items too that are based on various pagan, astrological, royal, occult and spiritual symbolism with fauna. This can be observed especially among luxury [jewelry](#) brands like Cartier, Boucheron, Van Cleef&Arpels, Bvlgari etc.

The anthropologist Claude Lévi-Strauss explained the very effectiveness of symbols in how they can be used to heal people and in the way they can induce a person to live out a myth - either received or created by him/her. As Lévi-Strauss wrote: "the effectiveness of symbols would consist precisely in this "inducing property". The artist and writer Alan Moore too said: "Art is, like magic, the science of manipulating symbols, words or images to achieve changes in consciousness."

LVMH LEADERSHIP SHAKE UP

There is much speculation about the ongoing shake up of LVMH the global luxury conglomerate's leadership. Does it have to do with the contradictions between the family's vision and executives' visions for the brands? Is it about how the lines between fashion brand management and luxury brand management are gradually and unfortunately getting blurry? Or is it simply because some of the

executives within the group aren't able to adapt to certain roles while performing well at others?

According to [Business of Fashion](#), "ex-Louis Vuitton chief executive Michael Burke is stepping back from his role overseeing LVMH's Fashion Group just four months after taking the helm of the unit. Moreover, Delphine Arnault and Sidney Toledano have stepped in to manage key matters at some of the division's labels, which include CELINE, Fendi and Loewe.

