



Distribution of Luxury Brands in Emerging Economies

The India Experience

GL
GENESIS
LUXURY

India is home to Luxury - The Land of Opulence and The Maharajas

- India is no stranger to luxury - the proverbial 'Golden Bird'
- Luxury came naturally to Indians of the upper classes during the feudal era of Pre-British India

Made to Measure & Customized Shopping

- Concepts of customized goods are an intrinsic part of the social fabric - clothes, shoes, jewelry, luggage
- It offers the customer a true experience of luxury in the form of exclusivity, which is the key



Distribution of Luxury Brands in India

- The challenge is not to introduce luxury but to introduce the brands
- Distributing and marketing the brands correctly to enable them to make the right footprints and reach their target audience

Primary Obstacles

- Lack of appropriate retail infrastructure
- High rentals
- Trained manpower
- High import duties

Know Your Customer

- Important to understand your customer and know what the customer wants
- Building relationships that last
- Respect your customer
- Establishing an emotional connect
- Family and friends are major influencers
- Celebrate 'Indian-ness' - India inspired collections work well



Luxury Market in India

- The Indian luxury goods market accounts for just 0.4% of the global luxury sector, but is predicted to grow 25% over the next five years
- Number of Indian millionaires growing at a staggering 19.3% annually
- The Indian luxury retail market is expected to grow to \$30 billion by 2015, from the existing \$3.5 billion



Marketing Strategies

- A very niche market that is event/celebrity led
- Targeting the 'new rich' as this is the sustenance model that economies such as China and India are realizing
- Luxury in newer market is about building desire, a role that the media plays well
- Below-the-line marketing
- Bollywood is a key influencer











Thanks

