

Luxury Roundtable

WORLD'S LEADING NETWORK FOR LUXURY PROFESSIONALS, MARKETERS AND WEALTH MANAGERS

Business at its best

THE LUXURY STANCE PODCAST

Nov. 14 Podcast: How Herms Creates Desire and Demand Against the Odds

November 1, 2023



The Luxury Stance Podcast is a Luxury Roundtable offering to members, focusing on issues, opportunities, challenges and innovations of the day affecting luxury professionals, luxury brands and those firms serving wealthy and UHNW consumers. Image: Shutterstock

By STAFF REPORTS

SPECIAL EVENT FOR LUXURY ROUNDTABLE MEMBERS

Luxury Roundtable's inaugural podcast on Nov. 14 at 11 a.m. ET (New York time) will focus on how Herms continues to defy the odds and post stellar growth even as the China market challenges competitors such as Gucci owner Kering.

In The Luxury Stance Podcast with Luxury Roundtable CEO Mickey Alam Khan and Silvertone Consulting CEO Scott Kerr, members of Luxury Roundtable will learn:

- How Herms stokes desire, creates demand and grows sales without diluting its positioning or perception in the marketplace
- How are competitors LVMH, Kering and Richemont and their constituent brands weathering the market?
- Brunello Cucinelli and Prada, like Herms, held their own in the third quarter. Does not being a conglomerate have advantages?
- What can luxury professionals, marketers and those firms serving the wealthy and UHNW learn from Herms and apply their market approaches?

The Luxury Stance Podcast will run 30 minutes and is part of a key Luxury Roundtable member benefit.

Mark your calendar for Nov. 14 at 11 a.m. ET (New York time): The Luxury Stance Podcast: How Herms Creates Desire and Demand Against the Odds

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