

Luxury Roundtable

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

Business at its best

PODCAST

Podcast Released: How Herms Creates Desire and Demand Against the Odds

November 14, 2023



Hermes maintains its mystique even as it scales to more markets and higher revenue a lesson that other luxury brands can imbibe. Image: Hermes

By STAFF REPORTS

This Luxury Stance Podcast is a key benefit of Luxury Roundtable membership. [Join now!](#)

On the [premiere episode](#) of The Luxury Stance Podcast, co-hosts Mickey ALAM KHAN and Scott Kerr talk about how competitors LVMH, Kering and Richemont and their constituent brands are weathering the market and why a brand such as Herms stokes desire, creates demand and grows sales without diluting its positioning or perception in the marketplace.

Also part of the interesting discussion is why luxury groups such as Brunello Cuccinelli and Prada have held their own in third quarter, and what can luxury professionals, luxury marketers and those firms serving the wealthy and UHNW learn from these brands and apply their market approaches.

Hosts

Mickey ALAM KHAN, CEO, [Luxury Roundtable](#)

Scott Kerr, founder/president, [Silvertone Consulting](#), and host, The Luxury Item podcast


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About The Luxury Stance Podcast

The Luxury Stance Podcast is the official podcast of Luxury Roundtable, the world's leading network and luxury program for luxury professionals, luxury marketers and wealth managers. Each episode, hosts Mickey Alam Khan and Scott Kerr have a thoughtful discussion about critical issues facing the global luxury industry and the latest trends shaping the future of the business.

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