

# 87<sup>th</sup> Marketing Club

20th Alex

49<sup>th</sup> Business Club

## Luxury Brands Marketing

Tuesday 18-4-2023

10PM EGY 11PM KSA 12PM UAE

FOUNDER & HOST

Dr.Mahmoud Bahgat



INSTRUCTOR

MR. Mohamed Attia  
Optics Marketing Manager

# Luxury Brands Marketing



By

**Mohamed Attia**

Luxury Marketing consulting

Optical Marketing Manager

Fund raising manager in alithad club



# Index

- What is Luxury Products?
- Luxury Brands sales
- Luxury Brands
- Market of Luxury brands and forecasting
- Egyptian Luxury Market
- Luxury Brands Marketing tools
- Covid -19 and Luxury brands market



# What is Luxury Products?



- The word "**Luxury**" originated from the Latin word *luxuria*, which means **excess, abundance**.
- A luxury good can be identified by comparing the demand for the good at one point in time against the demand for the good at a different point in time, with a different income level.
- When **income** goes up, **demand** for luxury goods goes up even more than income went up.
- When income goes down, demand for luxury goods go down even more than income went down.

For example, if income goes up 1%, and the demand for a product goes up 2%, then the product is a luxury good.





# What is Luxury Products?



- There are some specifications for luxury products

- 1-A luxury item is not necessary to live,  
but it is deemed highly desirable within a culture or society.
- 2-Luxury items tend to be sensitive to a person's income or wealth,  
meaning that as wealth rises, so do purchases of luxury items.



# Examples of luxury products

- 1- Luxury items can include **high-end** automobiles also **special edition** or **limited edition** ones
- 2- Some services, such as **full-time** or **live-in** chefs and housekeepers also some.
- 3- Some kind of villa compounds & special places to live in like north coast and Nor city
- 4- kinds of food
- 5- Sports
- 6- Personal luxury goods
- 7- Fine arts
- 8- Luxury wine
- 9- Luxury hospitality



# What is Luxury Products?



- Why People buy luxury products?
  - 1- **Self-Esteem**, May Impact a Person's Purchases
  - 2- **Mood Booster**
  - 3- Brand Names
  - 4- **Brag**



# From 4Ps to 4Es



- To survive in an economy that looks completely different than it did 10 or 20 years ago,  
luxury firms or brands need to focus on being meaningful and inspirational rather than subscribing to the old marketing standards.
- **4Es of marketing: (Experiences, Everyplace, Exchange and Evangelism).**





# From 4Ps to 4Es

- From Products to Experiences
- In the new experiential economy, consumers—particularly millennials—are spending their money on experiences instead of tangible goods. Essentially, shoppers prefer to take a selfie while they enjoy their latest splurge rather than display that splurge on a shelf.
- Of course, this **shift** has been great for spas and fine restaurants, but companies in the business of selling a product aren't off the hook. Take a note from companies like **Stich Fix**, which sells clothing by offering customers a personal stylist, or **Laudi Vidni**, which engages shoppers by giving them the ability to customize the material and style of their handbags.

# From 4Ps to 4Es



- From Place to **Everyplace**

- Brick and mortar has been in a state of demise for quite some time now.

Online shopping has surpassed traditional retail and has emerged into the idea that a brand needs to be wherever the customer is: in-store, at home, over the phone and online.

Luxury marketers in particular need to go even further to make everyplace “**meaningful & memorable**,” as Danziger puts it.

She cites J. Hilburn and Lincoln Motor Cars as two luxury brands that have successfully embraced the everyplace concept. J. Hilburn offers customers the chance to meet with one of 3,000 stylists across the country to do a personal fitting, and Lincoln provides a pickup service when customers need to take their car in for repairs.

These brands go beyond typical customer service and almost serve as their customers’ personal assistants.



# From 4Ps to 4Es



- From Price to **Exchange**
- No longer can a company slap a brand name on a product, mark up the price and say it's aspirational.
- Luxury brands need to provide customers with a **valuable exchange**—and affluent consumers will be willing to pay for it.
- Whether that exchange provides the customer with expert knowledge, appreciation or time savings, it has to make the customer feel like they're getting something that enriches their lives.
- Socially conscious companies that allow customers to give back with every purchase are particularly good at this. Danziger mentions TOMS' and Warby Parker's “**buy a pair, give a pair**” model as an example.



# From 4Ps to 4Es



- From Promotion to Evangelism
- If customers want meaningful, life-affirming products from their favorite brands, it's no wonder that they can become fanatical when they actually get them—and that fanaticism is a powerful promotional tool.
- These days, many luxury companies are seeing significant results through “brand evangelism” (otherwise known as good, old-fashioned word of mouth). That doesn't mean there's no room for traditional advertising, public relations or endorsements, but there's no question that word of mouth drives sales. Danziger mentions Apple, a classic example of a company that turns its customers into evangelists (& makes quite a profit from those loyal customers).





# Luxury Group shopping



- **4 Types of Luxury Shoppers**
- In our study, we encountered 4 types of people who shop for luxury goods:
  1. **Professional stylists**
  2. **Window shoppers**
  3. **Occasional splurgers**
  4. **Big spenders**
- These are high-level categories. Within each group, there are variations in characteristics or behaviors. Additionally, the same individual may be an occasional splurper for one product type or brand, but a big spender for others.
- For example, a wealthy lawyer may be a big spender when it comes to designer suits, but an occasional splurper on luxury cars.
- Individuals can also move across categories over time. For example, someone who is not born wealthy but is fortunate enough to build substantial wealth over time may move from a window shopper, to an occasional splurper, to a big spender, and perhaps eventually to someone who can pay a professional stylist to buy luxury goods for them.



# Luxury Group shopping

## Professional stylists

(also called personal shoppers)

Purchase luxury items on behalf of a client.

They're all business when it comes to luxury shopping — they're familiar with the brands their clients favor, and they want to decide on items and purchase them quickly.

### **Professional Stylist**

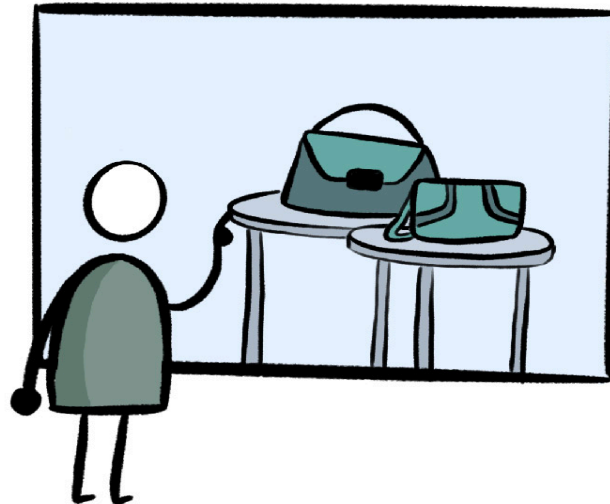


# Luxury Group shopping

- Window Shoppers

- Luxury brands sometimes have enormous fan bases composed of people who can't afford to buy the products.
- Many of these are younger consumers who follow the brand and aspire to someday be able to buy its products.

## Window Shopper



# Luxury Group shopping

- Occasional Splurgers
- These shoppers buy a luxury item every now and then.
- For them, a luxury purchase — typically, a long-wearing, durable item like a bag — is an indulgence and an investment, sometimes intended to celebrate a special occasion.
- **“I don’t buy extra trendy pieces** that I think may not be in fashion in a couple of decades. So, basically, things I can hopefully hand down to my future daughters.”

Occasional Splurger





# Luxury Group shopping

- **Big Spenders**

- Big spenders are habitual, frequent luxury shoppers.
- This type of shopper accounts for the majority of luxury sales.
- They buy many kinds of luxury goods and services and tend to have strong loyalty to multiple brands.
- One big spender in our study described her favorite brands for us

**Big Spender**



# Examples of Luxury products

- 1- Luxury items can include high-end automobiles also special edition or limited edition ones
- 2- Some services, such as full-time or live-in chefs and housekeepers also some.
- 3- Luxury Hospitality
- 4- Kinds of Food
- 5- Sports
- 6- Personal Luxury goods
- 7- Fine Arts
- 8- Luxury Wine



# Luxury Products Sales



Luxury cars, Luxury hospitality, & Personal Luxury goods together account for 80% of the total market.

According to our forecasts, the overall luxury market grew back by 13% to 15% in 2021, to €1.14 trillion, 9% to 11% below 2019 levels.

All segments except Luxury cruises resumed growth, but only luxury cars, personal luxury goods, fine wines and spirits, and high-end design furniture were able to grow enough to exceed their 2019 levels.



# Luxury Products Sales



Luxury hospitality bounced back from the middle of the second quarter of 2021, and occupancy rates progressively increased. However, overall spending on hospitality stayed well below pre-pandemic levels due to continued restrictions to international travel.

The market reached €79 billion, up 20% to 22% at current exchange rates from 2020, but still down 58% to 62% from 2019.

Hotel chains outpaced independents, powered by their greater adaptability to shifting consumer needs.

Customization proved vital to accelerate the recovery. Digitalization advanced to meet the needs of younger customers, while enabling process automation and contactless interactions.





# Luxury Products Sales



Sales of fine wines and spirits rebounded strongly, reaching €77 billion, up nearly 2% from 2019, boosted by people throwing themselves into post-lockdown socializing in a mood of “revenge conviviality.”

Spirits grew the most, due to rising consumption of Asian spirits (mostly baijiu) and growing interest in high-status spirits.

Marketing messages focused on topics such as inclusivity and sustainability to meet the concerns of younger adults.

Sparkling wine, disproportionately hit in 2020, recovered better than other segments of the wine market.



# Luxury Products Sales



High-end food and fine dining grew 8% to 10% at current exchange rates but, at €49 billion, stayed 7% to 9% below 2019 levels. Fine restaurants, hit hard last year, rebounded after lockdowns eased. Gourmet food grew at a lower rate than last year, despite evidence that greater enthusiasm for home cooking was spurring consumers to create high-end pantry meals with specialized appliances. Meal delivery from “dark” or “ghost” kitchens has also been going upmarket.



# Luxury Products Sales



Sales of private yachts and jets edged up by 1% to 3% at current exchange rates relative to 2020, reaching €22 billion,

but did not close the gap with 2019. Luxury yacht delivery growth in 2021 was aided by delays in 2020 and surging interest in intimate luxury experiences.

Sustainable solutions (including hybrid propulsion) were in high demand.

The demand for private jets was stable compared with 2020, driven by the perceived benefits of safety, convenience, and efficiency.

The secondhand market slowed down, due to less availability than in past years.



# Luxury Products Sales



The fine art market rebounded, thanks to the gradual reopening of public auctions and art fairs.

We observed stronger growth in the medium-priced segment as global uncertainty discouraged bids on higher-priced items.

Mergers and acquisitions meant a wave of consolidation rippled through high-end galleries.

Diversity, equity, and inclusivity climbed the agenda for fine arts management teams.

Non-fungible tokens (NFTs) proved increasingly popular among the younger generations, but their impact on the broader market is still uncertain.



# Luxury Products Sales



The high-end furniture and housewares market reached €45 billion, up 13% to 15% from 2020 and 6% to 8% ahead of 2019.

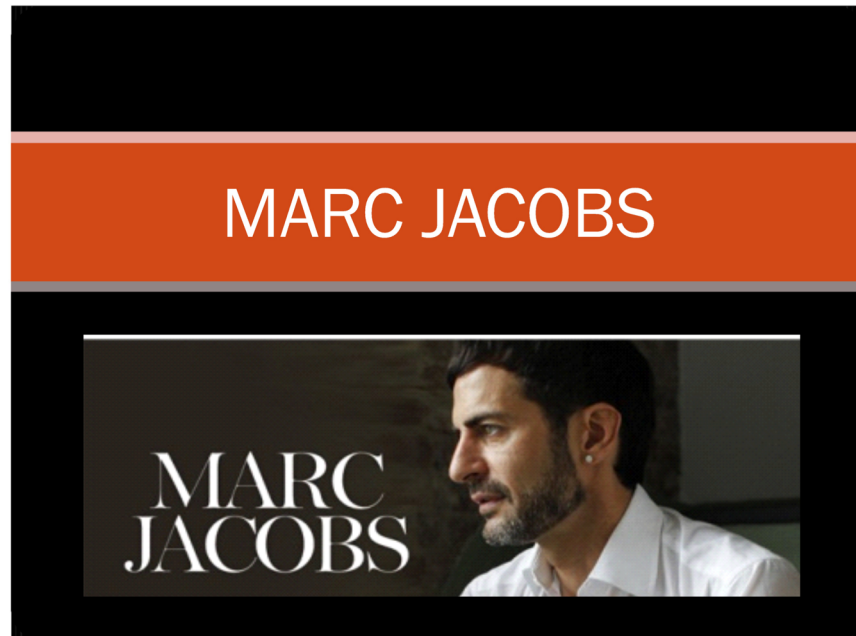
The segment benefited from consumers spending more on their homes, with a particular focus on their living rooms, bedrooms, outdoor areas, and lighting.

The blending of living and working spaces fueled “resimercial” growth, with consumers seeking increased comfort, functionality, and flexibility in design solutions.



# Luxury Brands ?

- Examples of Luxury Jewelry





# Luxury Brands ?

- Examples of Luxury Jewelry

TIFFANY & Co.

Chopard  
GENÈVE



# Luxury Brands ?

- Examples of Luxury Jewelry



HARRY WINSTON

BVLGARI



# Luxury Brands ?

- Examples of Luxury Cars



# Luxury Brands ?

- Examples of Luxury Cars



# Luxury Brands ?

- Examples of Watches Cars



HARRY WINSTON



# Luxury Brands ?

- Examples of Watches Cars



TIFFANY & Co.





# Luxury Brands ?

- Examples of Clothes





# Luxury Brands ?

- Examples of Clothes



# Luxottica Products Classification

LUXOTTICA

Hi- Luxury	Luxury	Premium	Fast Fashion	Sport	Life Style
BVLGARI	CHANEL	MICHAEL KORS	DKNY	arnette EYEWEAR	OAKLEY
TIFFANY & CO. NEW YORK SINCE 1837	Paul Smith SPECTACLES	VERSACE	VOGUE EYEWEAR	OAKLEY	Ray-Ban GENUINE SINCE 1937
	DOLCE & GABBANA	BURBERRY <i>London, England</i>			
	miu miu EYEWEAR	EMPORIO ARMANI			
	GIORGIO ARMANI				
	PRADA EYEWEAR				

# Market of Luxury Brand & forecasting



- The expected Growth in Sales of these kind of products was **6.5%** per year ....  
But that was before the Pandemic to reach **400 Billion** USD at 2027 ,  
Now expected growth is 2%

- What do you think the favorite cities in the world for Luxury brands shopper?

Dubai, Paris, New York , Roma , Hong Kong

What do you think the profit margin of Luxury Products ?

Starting from 200% till 5000%



# Luxury Brands Marketing tools



- **We can say some tips used for Luxury brands Marketing :**

- 1.Exclude unqualified audiences using words like "cheap" & "free" from viewing your ads.
- 2.Advertise on Bing to capture their older, more affluent user base.
- 3.Attract the right customer with elevated ad copy.
- 4.Target ads based on user income level.
- 5.Use dynamic remarketing to lure prospective buyers back.



# Luxury Brands Marketing tools



- **We can say some tips used for Luxury brands Marketing :**

6. Use brand heritage to tell the stories behind product.
7. Understand the Luxury Customer.
8. Create the clubhouse effect.
9. Help customers use their imagination.
10. Use influencers to make products go viral.





# Luxury Brands Marketing tools



- **We can say some tips used for Luxury brands Marketing :**

11. Never neglect customer service and feedback.
12. Pricing reflects luxury.
13. It needs to look and feel the part.
14. Have a clear buyers persona.
15. Merge your brand with virtual reality.



# Luxury Brands Marketing tools



- **We can say some tips used for Luxury brands Marketing :**

16. Make your products appear exclusive by producing a limited amount.
17. Treat your customers highly and give them an experience they can't get anywhere else.
18. Take advantage of pricing to make your brand appear more luxurious and high quality.





# Luxury Brands Marketing tools



- In 2014, McKinsey published a report suggesting that **digital now influences at least 45% of all luxury sales.**

39%

OF BRANDS PLAN  
TO INCREASE THEIR  
BUDGET

93%

OF MARKETERS  
INTEND TO SPEND  
MORE THAN

\$10K

ON THEIR  
CAMPAIGNS

84%

OF MICRO-  
INFLUENCERS  
CHARGE LESS THAN

\$250

PER  
SPONSORED POST

97%

CHARGE  
LESS THAN

\$500

PER  
SPONSORED POST



# Luxury Brands Marketing tools



**55%**

of consumers would  
pay more for a better  
customer experience  
(DEFAQTO RESEARCH)



**89%**

Of consumers have  
stopped doing business  
with a company after  
experiencing poor  
customer service

(RIGHTNOW CUSTOMER EXPERIENCE  
IMPACT REPORT)



A customer is 4 times more likely to buy from a  
competitor if the problem is service related vs.  
price or product related

(BAIN & CO.)



# Luxury Brands Marketing tools

## WHO IS THE LUXURY CONSUMER?

Today's luxury consumer is sophisticated, digitally savvy, and more selective about the brands she buys. Brands that have historically relied on heritage and exclusivity must now navigate a "new luxury" that includes personalization, technological innovation, and authenticity, while maintaining the traditional expectations of the brand. As luxury marketers develop omnichannel strategies to keep her engaged, it's essential to understand who she is and how she discovers the products she covets.

### She's female

**61%** of luxury consumers are women

### She's educated

**53%** earned a graduate degree

### She explores luxury products via search, shopping sites, and social

Primary sources of website traffic for luxury brands

**50%** search engines—  
Google drives 95% of search traffic  
**22%** shopping sites  
[6% luxury brand sites, 5% department store, 11% other]  
**7%** social media  
**3%** email marketing

### She craves social status

On average the number of luxury brands saw their following grow by **27%** in the past year

 **+54%**  **+4%**  **+16%**

### Search terms she uses most frequently when searching luxury brands

  
**Handbags**  
bag  
bags  
handbags  
purse  
backpack  
crossbody  
tote

  
**Footwear**  
shoes  
sneakers  
sandals  
slides  
flip flops  
loafers  
boots

  
**Accessories**  
wallet  
sunglasses  
belt  
wallets  
glasses  
scarf  
hat

  
**Apparel**  
shirt  
shirts  
dress  
jacket  
dresses  
jeans  
clothing

**SEO INSIGHT:** Trademarked brand names and product keywords are the top keywords driving traffic to luxury brand sites. Searchers often include the current year in their queries, especially when seeking the latest season as opposed to vintage or pre-owned luxury.

Source: Luxe: PMX Agency Trend Report 2017



# Luxury Brands Marketing tools





# Luxury Brands Marketing tools



*Mechanical Camour*

*Lady Dual Time*

**ULYSSE NARDIN**  
SINCE 1846 La Locle - Suisse

[WWW.ULYSSE-NARDIN.COM](http://WWW.ULYSSE-NARDIN.COM)

DELR: Johnson Watch Co (EXPORT) 4009205, (S. St) 2464235, (CP) 4110121, MUMBAI: Watches of Switzerland 26482511, Swiss Paradise 2690267, PUNE: CT Purshia (M. C. Road) 2614064/97, BANGALORE: Zimex (S. Ch) 49902194, Radio Drive 41248475, CHENNAI: Helvetia (Express Mall) 26444995, HYDERABAD: Woma Jewellers (Barkhedarbagh) 64129999 (CVR One) 44767066 (Taj, Begumpet) 64399379, KOLKATA: Ganga Expressions 49071408, CHANDIGARH: Talwar Jewellery House 27861561.

For information or catalogue contact: [info@swiss-promotion.com](mailto:info@swiss-promotion.com)

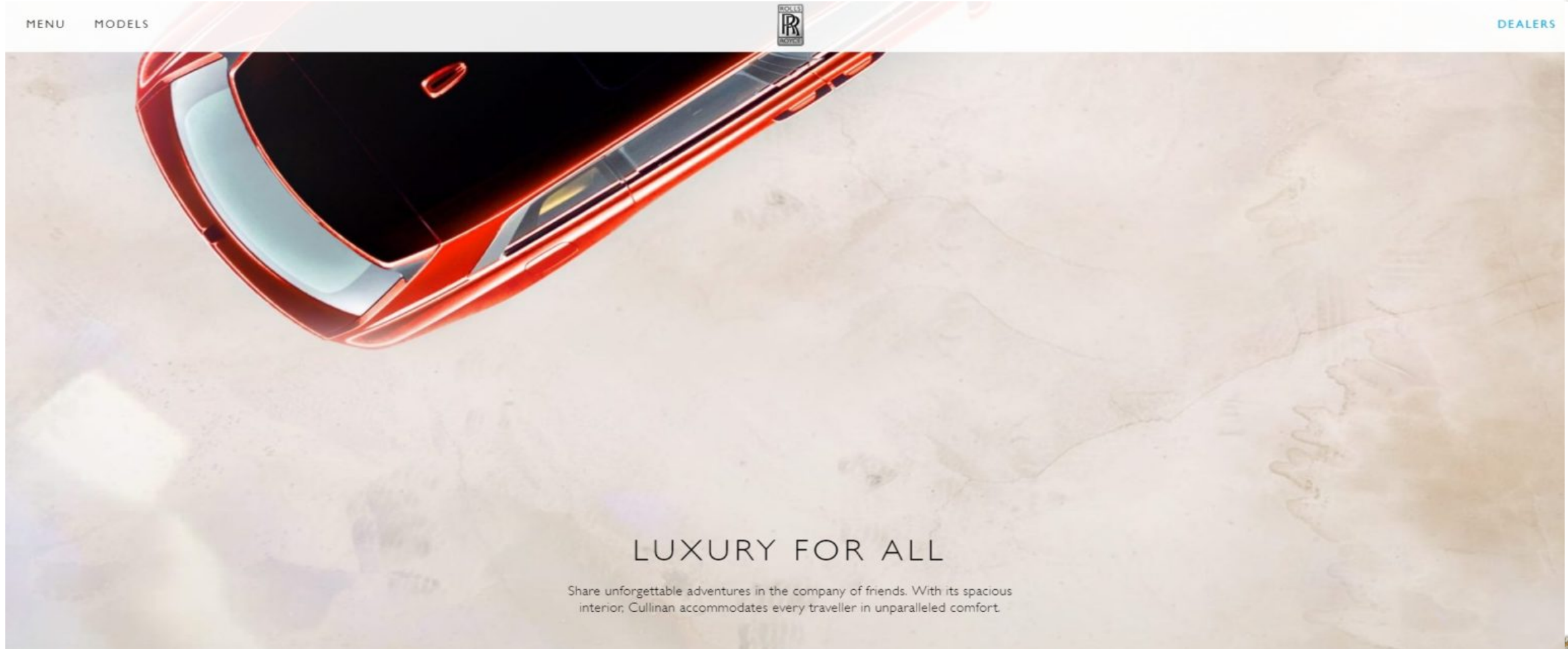


# Luxury Brands Marketing tools





# Luxury Brands Marketing tools





# Luxury Brands Marketing tools

*V8 Vantage*

OVERVIEW DESIGN TECHNICAL MULTIMEDIA CONFIGURE SERVICES TEST DRIVE

## AN INTERIOR OF CHARACTER —

A sporting exterior, honed by 100 years of Aston Martin design expertise is matched by an interior of cossetting comfort. The finest materials are used to create a driver and passenger environment of exquisite finesse, all created by expert craftsman. With hundreds of unique colour and finish combinations available and a range of personalised options, V8 Vantage isn't just an iconic sports car, it's your iconic sports car.



OVERVIEW •  
FILM •  
FEATURES •  
BROCHURE •  
GALLERY •  
TEST DRIVE •



# Luxury Brands Marketing tools



## Rolex Day-Date 40 Mens Automatic Watch 228238CDP

from Jomashop.com

18kt yellow gold case with a 18kt yellow gold Rolex president bracelet. Fixed fluted 18kt yellow gold bezel. Champagne dial with yellow gold-tone hands and diamond hour markers ... [more »](#)

**\$46,380.62**  
(US\$34,995.00)

+\$84.16 delivery

[Jomashop.com](#)

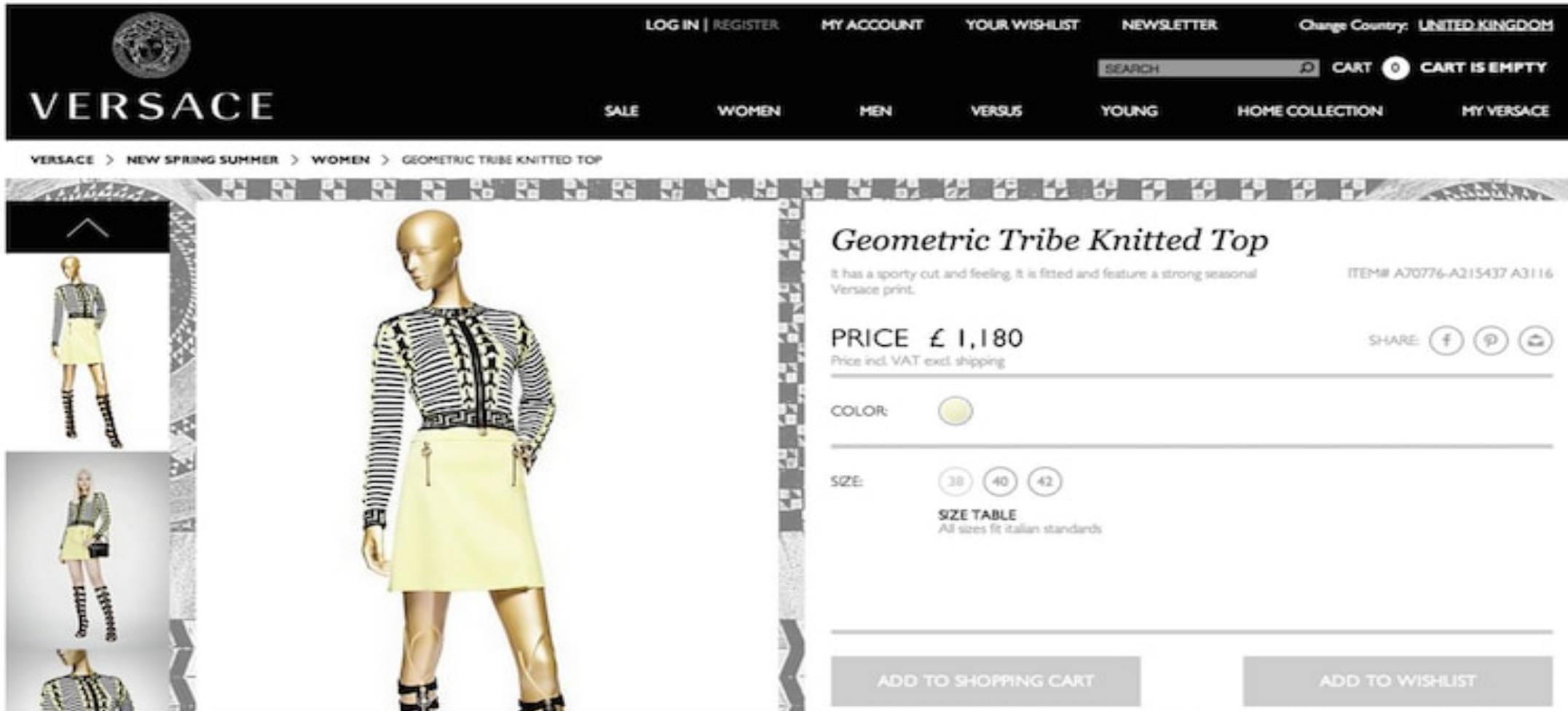
**92% positive** (2,086)

[Visit site](#)

 [SAVE](#)



# Luxury Brands Marketing tools



The image shows a screenshot of the Versace website's product page for a 'Geometric Tribe Knitted Top'. The page features a large central image of a mannequin wearing the top and a yellow skirt. To the left, there are three smaller images showing different views of the top. To the right, the product name 'Geometric Tribe Knitted Top' is displayed, along with a description: 'It has a sporty cut and feeling. It is fitted and feature a strong seasonal Versace print.' The price is listed as 'PRICE £ 1,180' with a note 'Price incl. VAT excl. shipping'. Below the price, there are options for 'COLOR' (a yellow circle) and 'SIZE' (38, 40, 42). A 'SIZE TABLE' link is also present. At the bottom, there are two buttons: 'ADD TO SHOPPING CART' and 'ADD TO WISHLIST'. The top navigation bar includes links for 'LOG IN | REGISTER', 'MY ACCOUNT', 'YOUR WISHLIST', 'NEWSLETTER', 'Change Country: UNITED KINGDOM', a search bar, 'CART 0', and 'CART IS EMPTY'. The bottom navigation bar includes links for 'SALE', 'WOMEN', 'MEN', 'VERSUS', 'YOUNG', 'HOME COLLECTION', and 'MY VERSACE'.

VERSACE

LOG IN | REGISTER MY ACCOUNT YOUR WISHLIST NEWSLETTER Change Country: UNITED KINGDOM

SEARCH CART 0 CART IS EMPTY

SALE WOMEN MEN VERSUS YOUNG HOME COLLECTION MY VERSACE


VERSACE > NEW SPRING SUMMER > WOMEN > GEOMETRIC TRIBE KNITTED TOP




*Geometric Tribe Knitted Top*

It has a sporty cut and feeling. It is fitted and feature a strong seasonal Versace print.

ITEM# A70776-A215437 A3116

PRICE £ 1,180  
Price incl. VAT excl. shipping

COLOR: 

SIZE:   

SIZE TABLE  
All sizes fit Italian standards

ADD TO SHOPPING CART ADD TO WISHLIST





# Luxury Brands Marketing tools

## 77 Diamonds

© London, UK · [www.77diamonds.com](http://www.77diamonds.com)

Unique online jeweller specialising in engagement rings, diamond jewellery and loose diamonds.

**30**  
Boards

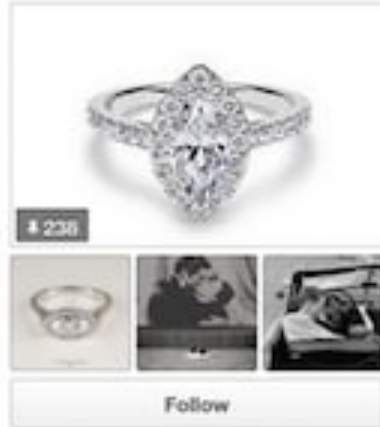
3,823  
Pins

1,489  
Likes

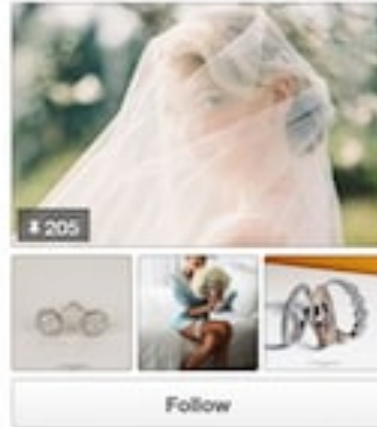
1,249  
Followers

949  
Following

### Engagement Rings and Prop...



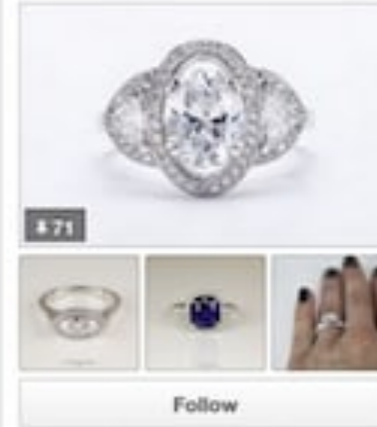
### Bride



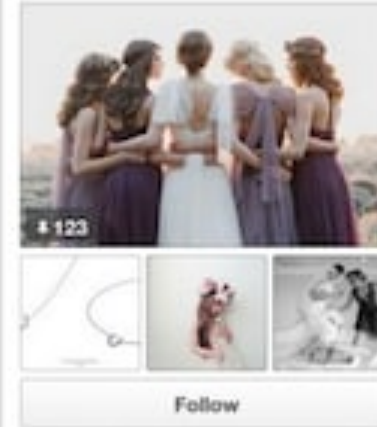
### Groom



### Bespoke Jewellery



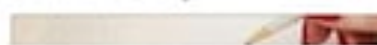
### Bridesmaids and Flower Girls



### Eternity Rings



### Valentine's Day



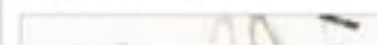
### Winter (Christmas) Is Coming



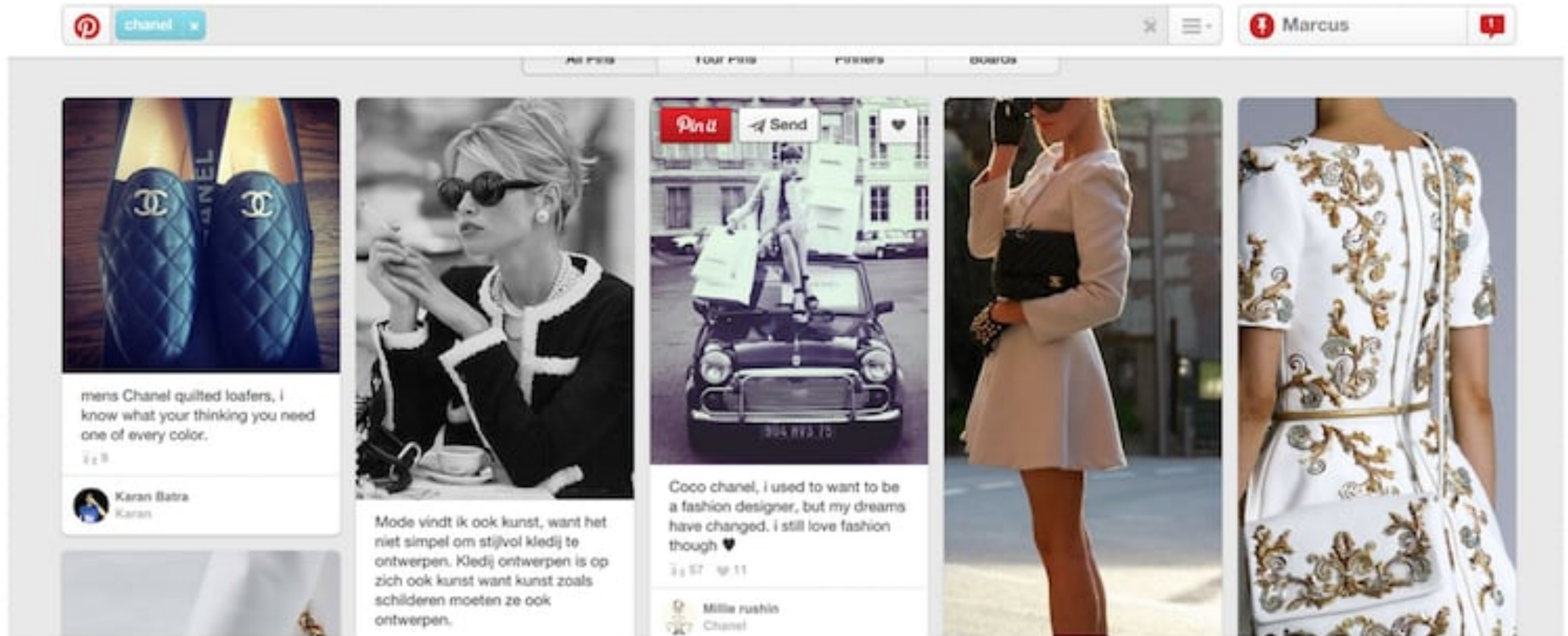
### For Wedding Guests



### Wear with Pride



# Luxury Brands Marketing tools



# Egyptian Luxury Market?

- Egypt is one of the least developed luxury markets, which poses solid potential. The luxury fashion, jewelry and accessories segments lag behind much more developed automotive – all major luxury car brands already present in Egypt.
- At hotels, all luxury hotel brands are present in Egypt, and there are Marriott International luxury brand. New arrivals will hopefully be a motivation for many hotels to undergo much needed renovations.



# Egyptian Luxury Market?

- The watches sector is relatively well covered, however, only Rolex and Hublot have mono-brand stores in Cairo (each brand with one mono-brand boutique),
- **most of the other brands are represented in wholesale / multi-brand.** The watches, writing instruments and small accessories sectors have been driven for decades, similarly to other emerging markets





# What is Luxury Products?

- At Fashion With the exception of Burberry (3 stores), Paul & Shark (2), BOSS, Armani, Polo Ralph Lauren (4), Carolina Herrera, Billionaire, Philip Plein, Longchamp, Tommy Hilfiger which are all represented with mono-brand franchised stores in Egypt
- all other luxury fashion brands are distributed by the leading local wholesale distributors (multi-brand stores), (several stand alone locations, street-level) and Beymen (located at Four Seasons Hotel Cairo Nile Plaza). Yet, the stock for most brands within these multi-brand stores is limited, both in product range and sizes. Mention must also be made that not all merchandise is of the most recent seasonal international collections.

# Coved-19 and Luxury brands market

- Pandemic effect the world and Effect the sales of every thing especially Luxury brands Why???
- 1- Financial problems
  - 2- unstable future
  - 3- Close and stop travelling



# Mark Jacob celebrities

- „ Mary Kate Olsen



- Sarah Jessica Parker



# Mark Jacob celebrities

Winona Ryder

Scarlett Johansson



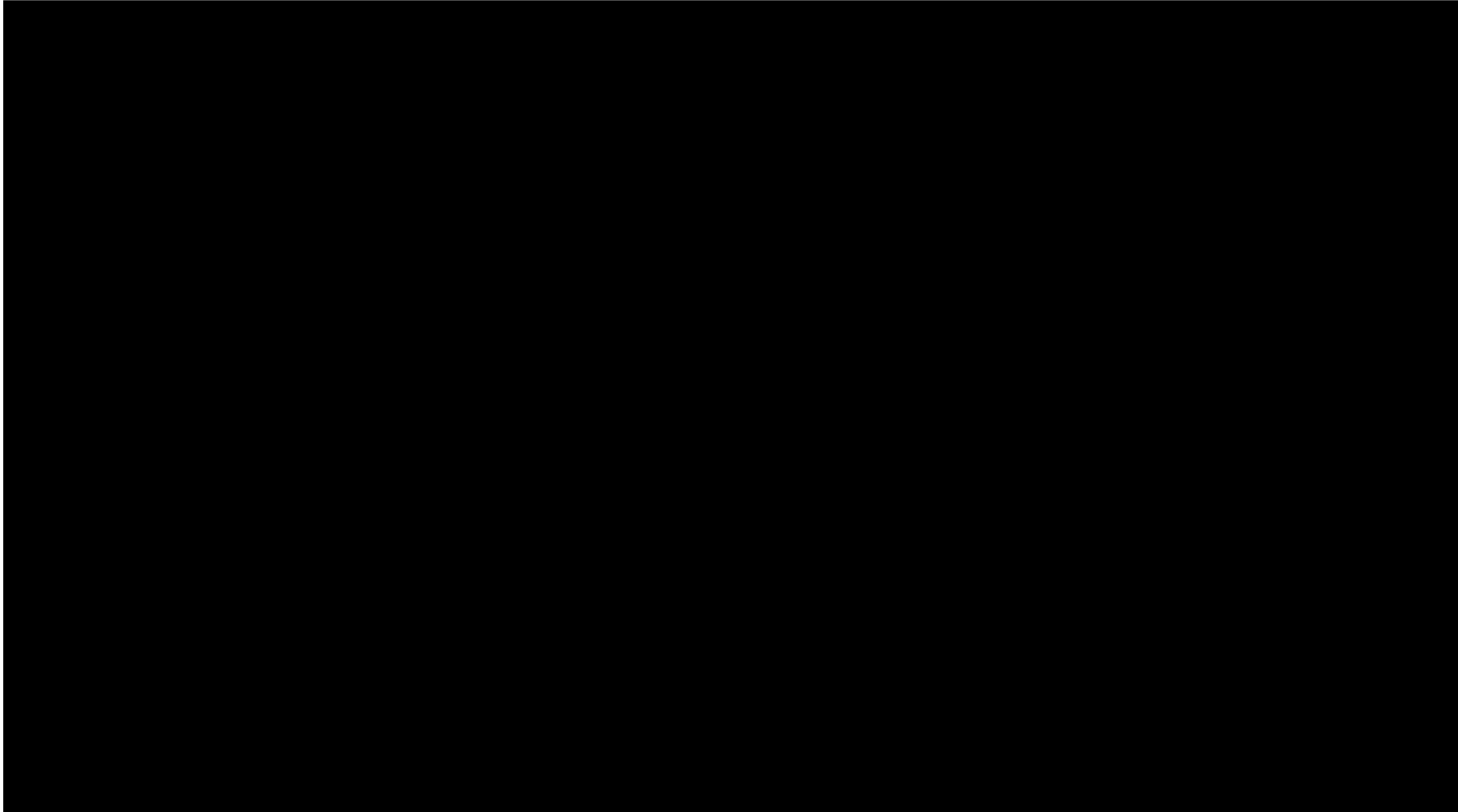


# What is Luxury Products?

Ashley Olsen

Miley Cyrus







# Questions



**87<sup>th</sup> Marketing Club**  
20<sup>th</sup> Alex  
**49<sup>th</sup> Business Club**  
**Luxury Brands Marketing**  
**Tuesday 18-4-2023**  
10PM EGY 11PM KSA 12PM UAE

**FOUNDER & HOST**  
**Dr. Mahmoud Bahgat**





**INSTRUCTOR**  
**MR. Mohamed Attia**  
Optics Marketing Manager



Thanks For your Time



# What is Luxury Products?



- [https://en.wikipedia.org/wiki/Luxury\\_goods](https://en.wikipedia.org/wiki/Luxury_goods)
- <https://www.investopedia.com/terms/l/luxury-item.asp>
- <https://www.investopedia.com/articles/personal-finance/091115/psychology-behind-why-people-buy-luxury-goods.asp#:~:text=of%20luxury%20items,-,For%20some%20consumers%2C%20a%20luxury%20good%20can%20go%20a%20long,providing%20a%20sense%20of%20belonging.&text=for%20impulse%20shopping,-,A%20sense%20of%20accomplishment%20is%20another%20reason%20why%20some%20people,they%20typically%20could%20not%20afford.>
- <https://alexandriacapital.com/wealth-matters-template/>
- <https://www.businessinsider.com/global-luxury-goods-sales-to-slide-up-to-35-study-2020-5>
- <https://www.businesswire.com/news/home/20201117005990/en/Global-Luxury-Goods-Market-Report-2020-Market-to-Reach-403.2-Billion-by-2027---ResearchAndMarkets.com#:~:text=The%20Luxury%20Goods%20market%20in,Billion%20in%20the%20year%202020.&text=Among%20the%20other%20noteworthy%20geographic,grow%20at%20approximately%200.8%25%20CAGR.>
- <https://www2.deloitte.com/jo/en/pages/consumer-business/articles/luxury-goods-sales-growth-bottoms-out-profit-margins-resilient-under-pressure.html>
- <https://www.marketresearch.com/Verdict-Research-Ltd-v107/Retail-Sales-Clothing-Footwear-Accessories-10484256/>
- <https://www.bontena.com/articles/top-luxury-fashion-brands>
- <https://cpp-luxury.com/egypts-real-potential-as-a-luxury-market-for-major-international-luxury-fashion-brands/>
- <https://www.marketresearch.com/Verdict-Research-Ltd-v107/Retail-Sales-Clothing-Footwear-Accessories-10484256/>
- <https://www.mallofegypt.com/shopping/fashion-unisex/ego>
- <https://www.mckinsey.com/~media/McKinsey/Industries/Retail/Our%20Insights/A%20perspective%20for%20the%20luxury%20goods%20industry%20during%20and%20after%20coronavirus/A-perspective-for-the-luxury-goods-industry-during-and-after-coronavirus.pdf>
- <https://mediaboom.com/news/5-luxury-brand-marketing-strategies/>
- <https://neilpatel.com/blog/luxury-marketing/>
- <https://www.ventureharbour.com/luxury-brand-digital-marketing/>
- <https://www.wordstream.com/blog/ws/2017/02/15/luxury-marketing-strategies>
- <https://www.bain.com/insights/from-surging-recovery-to-elegant-advance-the-evolving-future-of-luxury/#:~:text=The%20overall%20luxury%20market%20tracked,and%20yachts%2C%20and%20luxury%20cruises.>

