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The Cult of the Luxury Brand: Inside Asia's Love Affair with Luxury

Radha Chadha, Paul Husband

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The Cult of the Luxury Brand: Inside Asia's Love Affair with Luxury Radha Chadha, Paul Husband With Hong Kong boasting more Gucci and Hermäs stores than New York or Paris, and 94% of young women in Tokyo owners of a Louis Vuitton bag, the Asian consumer is a new target for brand-creation. *TheCult of the Luxury Brand* illuminates the mysterious inner workings of Asia’s love affair with luxury for business professionals and intrigued consumers alike.

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