

Global Retailing Case Study 3

The Globalization of Luxury

Objective: To explore luxury from a social, ethical, trend, and personal point of view.

Required listening/reading: Listen to the radio broadcast: [Luxury in an Age of Austerity, The Devil Wears Hermès \(He Bought It at the Caesars Palace Mall in Las Vegas\)](#)

(Broadcast is 45 minutes in length, be sure to take notes while listening)

The following questions are to be explored:

LUXURY AND SOCIALIZATION: What is your position on the following statement?

Luxury is a sign that conspicuous consumption has taken over our heads and hearts with awful social consequences; or is luxury complex with deep roots steeped in social aspiration and social change.

ETHICS IN LUXURY: Why should we be concerned about the ethics in luxury purchases? What is the role of emerging markets in luxury?

“When the poor have the choice between luxury and culture they always choose luxury first “– Thomas Hardy 19th Century. “Social aspiration in the midst of social change”

LUXURY SHIFTING PATTERNS: Current Trend

The broadcast stated that there had been 35% luxury growth in China in 2011 and 10% growth in Europe in 2011 (recession). What have been the pattern changes of luxury since 2012 up to 2017 for the Middle East, China, Japan, Europe? Where is the expected shift (s) in luxury coming from?

LUXURY AND YOU: POV: (Opinion Statement- you may use “I” here)

The globalization of luxury began in the 80’s with the increase interest in brands. How has globalization increased the desire and acceptance of luxury? What does the democratization and aspiration of luxury mean to you? How do your Luxury desires define your personality?

Formatting: The case study should be written as an essay using each blue text as a titled section. You will use the radio broadcast as a shared source in addition to the posted article. You will need a minimum of another two sources used to support your findings/responses; Total minimum sources will be 4. Follow APA formatting and properly cite all sources, including a reference page. The case should be a minimum of 4 pages and maximum of 6. Please note the reference page is not included in the page count, though should be numbered. Double space, Calibri size 12, No cover-page, pages numbered with surname on each page, heading right justified.