

Call for Papers for *Journal of Brand Management* Special Issue on Luxury Brand Management

Guest Editor:

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The global luxury goods market has benefited from a relatively steady and high growth-rate in the last decade, with turnover of US\$ 130 billion (Luxury Briefing, November, 2006, Okonkwo 2007). The industry's lucrative nature is apparent from the multiple luxury brands that are featured as those with the highest value in the world. These include Louis Vuitton, Gucci, Chanel, Hermès, among several others. The main source of value for these companies is the brand, which is represented as an intangible asset. Branding also serves as one of the core competences of the luxury industry. Despite these important factors, there has been minor academic research in luxury branding and its multiple associative subject areas, giving way to negligible empirical knowledge and weak extant literature.

Although considerable academic research has also been carried out in several branding aspects, incorporating brand equity, retail management and e-commerce, the branding and marketing of luxury goods has received little attention by academics and practitioners alike, made evident by the sparse existing literature, (Nueno and Quelch 1998).

This special issue on luxury branding will provide up-to-date and relevant research in the domain of luxury branding. It will investigate the current state of branding in the industry, with an emphasis on analysing the evolution of branding from visual and aesthetic applications to its current role as a strategic core competence and an intangible asset generator for luxury companies.

The special issue will analyse the following aspects of the luxury industry that are currently linked to branding;

* Luxury Brand Strategy Development and Management * Luxury Brand Equity Measurement * Luxury e-Branding Strategy * Luxury Marketing Strategy * Luxury Retailing and Visual Merchandising. * Luxury Market Environmental Analysis * The Luxury Investment Climate * The Impact of Counterfeiting on the Luxury Brand Value * The Evolution of the Luxury Consumer and Luxury Product development

The Special Issue will also provide papers that cover multiple categories of the luxury industry such as fashion & accessories, skincare, cosmetics & fragrance, timepieces, hospitality & tourism, electronics and transport.

Each of the papers presented will apply the intricate features of the luxury industry and other sector-specific requirements in its analysis.

All papers will be double blind peer reviewed. The deadline for submission of papers is **19th March, 2008**. All papers should follow the format of the *Journal of Brand Management*.

Author guidelines are available at:

<http://www.palgrave-journals.com/BM>.

Papers should be emailed as word files to the special issue Guest Editor:

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