

INDEPENDENT LUXURY

PRESS RELEASE

IN THE BEGINNING...

In the forest of Knysna, in South Africa, a drama unfolds ...

The Knysna forest, or, to be more exact, this immense jungle, was home to vast herds of elephants until as recently as the beginning of the 20th century. The development of farming, commerce and the ivory trade linked to the rise in hunting has gradually led to the decline in elephant numbers. At the beginning of the 19th century more than 1'000 elephants could be found in the Knysna forest. One by one they have disappeared, against a background of general indifference. The only survivor is a single female, an elephant that the locals call "the matriarch," a female which is the last of the line.

Attempts were made to save the population of Knysna elephants, which had dwindled to single figures, but this was possibly a case of too little too late. In 1994 forest officers decided to introduce elephants from outside the forest and three young female elephants were relocated from Kruger National Park. These three elephants, used to the dry heat of the savanna, were ill-adapted to the lower temperatures and humid conditions of the jungle. All three developed diseases due to the damp ground. When one died from pneumonia, the other two were relocated back into a warmer zone. The matriarch is probably the last remaining elephant living in the wild, not in a protected area in South Africa.

This story is at the origin of this book dedicated to independent luxury brands.

INDEPENDENT LUXURY

Independent luxury brands have been bought up, one by one, fueling further the appetite of major groups. Champagnes, wines, leather goods, perfumes... – all sectors have been affected. Some see this as a risk -- that unique savoir-faire will be lost; others see it as a way to develop brands that would otherwise be lost forever without the necessary financial backing.

Still, it begs the question of whether the global economy pushes groups to standardize luxury tastes for the sake of profitability and production. If this were the case, what would remain of luxury? What would remain that would be special? Does the word luxury still mean something or does it need reinventing? And what if the last elephant in Knysna symbolized this new era of luxury that seems to be gaining force? An era in which the real savoir-faire, the inter-generational family spirit and the passion of independent creators will be less and less present?

INDEPENDENT LUXURY (www.theindependentluxury.com) is the first book dedicated to independent luxury brands aiming to expose their unique characteristics and how innovation is the path to follow in this challenging journey.

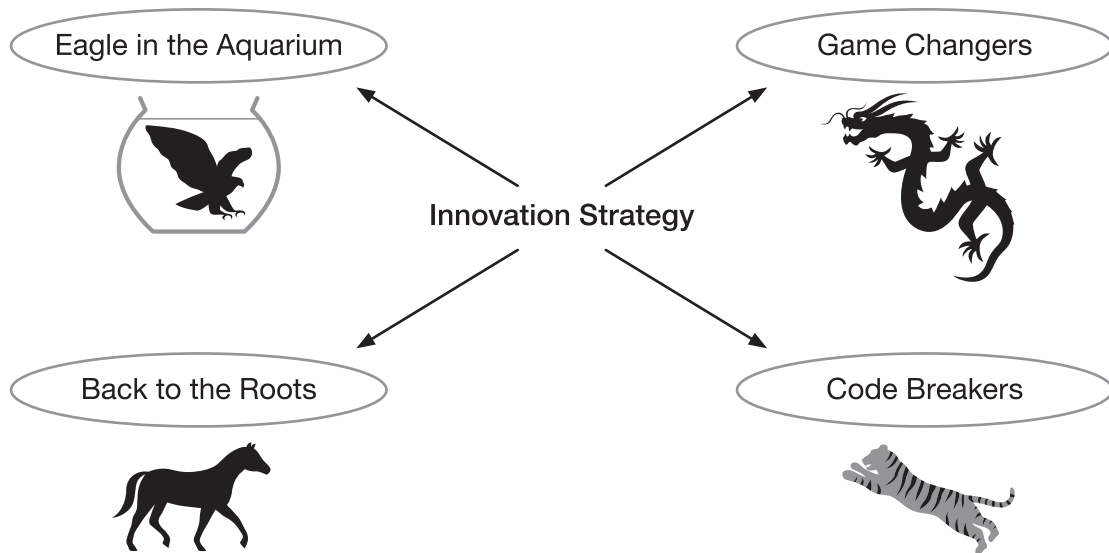
INDEPENDENT LUXURY

The book doesn't study established companies; it rather goes for the innovators, those that are building tomorrow today.

The two authors, based on their extensive industry experience (creation of successful independent luxury companies, development of brands in more than 80 countries, executive training of c-level luxury decision makers worldwide, key-note speeches at international summits...) and privileged connections with independent luxury companies, have been able to follow and analyze several independent brands in their development and growth for several years.

They have uncovered four winning innovation strategies and a novel strategic approach to guide entrepreneurs, creators, designers, managers and those who dare to challenge the status quo to become groundbreakers.

Innovation is central to survival and the companies studied have chosen one of the four innovation strategies below in their development.



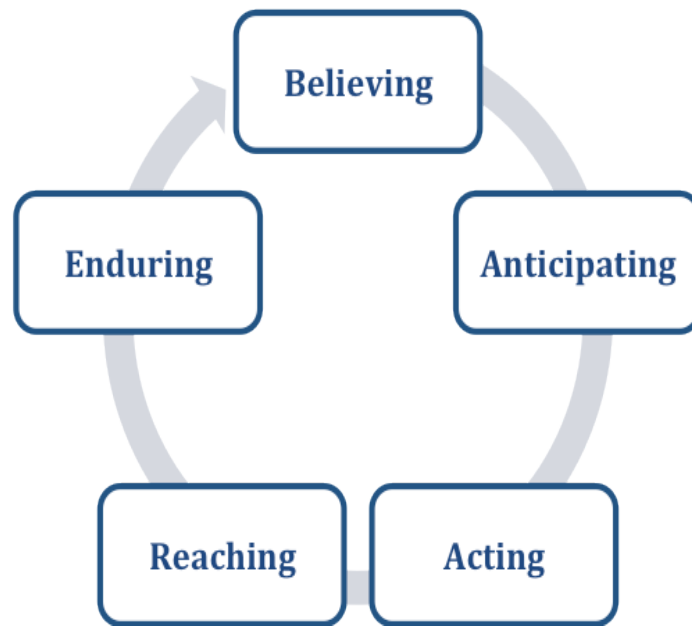
How can companies innovate?

A thorough analysis of these four innovation strategies uncovers a common pattern composed of five stages: the BA²RE luxury strategy approach.

The BA²RE approach presents the steps to follow for an independent brand from its creation to its full development in order to thrive and succeed.

It is the "philosopher's stone" that every independent needs in the long journey to develop its company and brand.

INDEPENDENT LUXURY



Built on close to 30 cases of independent luxury brands in distinct domains (watchmaking, fashion, accessories, automobile, gastronomy, art, design) and highlighting the guiding role of innovation, INDEPENDENT LUXURY is the first book dedicated to independent luxury brands.

It aims to prevent the luxury ecosystem from following the same path as the Knysna forest elephants.

INDEPENDENT LUXURY

THE CO-AUTHORS



Jonas HOFFMANN, PhD, is Professor of Luxury Strategy at SKEMA Business School. An expert in innovation and emerging markets, he consults and gives executive training in Europe, the United States, China, and the Middle East. He is a regular keynote speaker at international luxury summits and has published the following books with Palgrave: *Global Luxury Trends*, *Luxury Strategy in Action* and *Sustainable Innovation Strategy*.

Email: jonas.hoffmann@theindependentluxury.com



Laurent LECAMP is the co-founder of successful luxury companies in the watchmaking/accessories industry which have received awards for creativity, design and innovation. He was one of the very youngest CEOs in the Swiss watchmaking industry with the Cyrus brand. He is an influential advocate for independent luxury players and a speaker at international conferences. He is currently Executive Vice President Sales at Carl F. Bucherer.

Email: laurent.lecamp@theindependentluxury.com

INDEPENDENT LUXURY

DOWNLOAD (high resolution pictures)

Visit www.theindependentluxury.com (press) to download high-resolution pictures of:

- the products and brands presented in the book
- the book cover
- the two co-authors

A MESSAGE FOR THE JOURNEY AHEAD...

*“If you can wonder, observe and discover,
Without ever becoming skeptical or destructive,
If you can work, letting passion be your guide,
If you can think – and not make thoughts your aim,
If you can meet with Triumph and Disaster,
And treat those two impostors just the same,
If you can keep your head when all about you,
Are losing theirs and blaming it on you,
Then the Kings, the Glory and the Victory,
Will forever be yours,
And – which is more than that,
You’ll be an Entrepreneur, my son!”*