



India by Design: The Pursuit of Luxury and Fashion

Michael Boroian, Alix de Poix

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A coherent and insightful view of the growing Global Luxury & Fashion Brands market in India, India by Design - The Pursuit of Luxury and Fashion unveils this culturally complex and dynamic market via a series of interviews with global Luxury and Fashion Experts. India has more consumers for luxury goods than the adult population of several countries. For international luxury brands, India is no longer a testing ground, but a lucrative market.

India By Design looks at India as more than just an emerging luxury market with high growth potential, but scrutinizes it as a country rediscovering its luxury heritage and bringing it into the present and future in a uniquely Indian way. The authors' sense of detail balanced with their ability to see the big picture bring sense to the kaleidoscope of cultures, businesses and technology which is India today.

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