



## All about Luxury – Safir Anand interviewed by Business Today

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Luxury boundaries are getting redefined. The trend of luxury revenge shopping which started in 2021 has spilled over in 2022. In an extensive interview with Business Today, growth [Safir Anand](#) predicts, “Luxury shopping of bags, shoes, clothes are cars is expected to only witness a sharp increase” and that “luxury goods in many cases are seen as investments”. Safir answers questions about the growth of luxury industry, post-pandemic demand, the home-grown designers with global image, innovative customer engagement by luxury brands while also stressing on why Gen Z can, for now, skip online to walk in to a store to indulge in ‘real’ luxury. Catch the full interview here: <https://lnkd.in/dtdfBt9t>