All about Luxury - Safir Anand interviewed by Business Today

Thought Leadership • July 13, 2022

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

KEY CONTACT

Safir Anand

Senior Partner

View Bio of Safir Anand

RELATED PRACTICES

PATENTS