Safir Anand amongst LuxeBook's Top 100 Most Powerful

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LuxeBook, India's Luxury Insider, has rated Safir Anand as one of the 'Top 100 Most Powerful' in its 2022 edition. Safir Anand has made it to the list in its 'luxury services' section as "an intuitive brand doctor" and a "growth mindset investor" who is "deeply seeded in the process of taking a brand from zero to hero". Working around luxury brands, he is quoted as saying, "Experiences are the biggest luxury, as are emotions".

The list of top 100 is decorated with names like Anuraag Bhatnagar – COO of The Leela Palaces, Hotels and Resorts; Martin Schwenk, Managing Director & CEO of Mercedes-Benz India; Globally acclaimed fashion icon Sabyasachi Mukherjee, Vikas Purohit, CEO of Tata CliQ; Vinod Kanna, CEO of Vistara Airlines; Sonakshi Sinha, actor and founder of SOEZI; Raghavendra Rathore – founder of Raghavendra Rathore Jodhpur; Designer duo Shantanu and Nikhil; Zorawar Kalra founder and Managing Director of Massive Restaurants Private Limited.

Beyond his recognition by LuxeBook India's Luxury Insider, Safir Anand's standing in the luxury ecosystem is rooted in his ability to bridge creativity, commerce and law. With decades of experience advising some of the world's most valuable brands, he has been instrumental in helping luxury houses structure, protect and scale their brand equity across jurisdictions. His work spans fashion, hospitality, automobiles, art, lifestyle and premium consumer goods, where intellectual property strategy often determines long-term brand valuation.

Safir Anand is widely acknowledged for bringing legal foresight into boardroom decision-making, particularly in areas of brand monetisation, licensing, collaborations and strategic investments. His approach emphasises not only protection of legacy brands but also nurturing emerging luxury ventures with a global outlook. As a frequent speaker at international forums and contributor to global publications, he has consistently highlighted the importance of storytelling, authenticity and emotional engagement in building enduring luxury brands. His inclusion among LuxeBook's Top 100 Most Powerful underscores a rare blend of strategic vision, cultural sensitivity and commercial acumen that continues to influence the luxury landscape in India and beyond.

Catch the LuxeBook Top 100 here: https://lnkd.in/dpdjsGgz

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View Bio of Safir Anand

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