

WEBINARS

Webinar on May 13: China Luxury Rebound: Lessons for Other Markets

May 12, 2020



Wide horizon: Shanghai's imposing downtown skyline at night. Image credit: iStockphoto

By STAFF REPORTS

Please [click here](#) to register for this free hour-long webinar at 11 a.m. to noon ET (New York time) on Wednesday, May 13, "China Luxury Rebound: Lessons for Other Markets"

China has been quite vocal about getting back on its feet after being hit with the COVID-19 coronavirus starting fall of last year.

Lockdowns imposed during the Chinese Lunar New Year seem to have paid off, resulting in more freedom of movement.

Exuberant reports about record sales at Herms' flagship store in Shanghai, followed by increased traffic in malls and restaurants give hope to luxury marketers that there is life after COVID-19.

China is key for luxury brands, accounting for 90 percent of all luxury sales growth worldwide last year. Fifty percent of Chinese consumption of luxury occurred on tourist travel overseas and nearly one out five purchases worldwide is Chinese origin.

In this [hour-long webinar](#), Amrita Banta, Singapore-based managing director of Agility Research & Strategy, and *American Marketer* and *Luxury Daily* editor in chief Mickey Alam Khan will discuss:

- Current state of luxury consumption in China and how it compares with year-ago period
- Which categories have bounced back relatively quickly and which ones lag
- Luxury brands that stood out during and after the virus outbreak in messaging, marketing, digital and retail, as well as empathy and support
- Did digital, online platforms and ecommerce save the day
- How key is China to the luxury supply chain
- Has the Chinese consumer of luxury goods and services changed with COVID-19, and will that pattern of behavior replicate in other markets
- Steps that luxury brands took in China that can be replicated in other markets across Europe, North America,

Asia-Pacific, Middle East and Africa

- Lessons learned from the China experience and whether it can be extrapolated to other markets
- Plan B if the virus returns this fall to China and elsewhere
- Will the Chinese consumer come to luxury's rescue in 2020

Speakers:

Amrita BANTA, managing director, Agility Research & Strategy

Mickey ALAM KHAN, editor in chief, *American Marketer* and *Luxury Daily*

Webinar attendees can request the presentation deck.

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