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## Experiences in luxury – Luxury Memo special report

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### Best practices in luxury brand experiences

**Bob Shullman, CEO of the Shullman Research Center**

"Look at the value of what your luxury brand is offering through the buyer's eyes, which many times may not necessarily match how your brands perceives its offering(s)."

"Remember that the vast majority of consumers many times know more about your brand offering(s) than the brand's or retailer's staff who may be servicing them. Do your best to educate those who market or service your brand's offerings about the benefits your brand delivers to its consumers as they describe them."

"Assume your potential consumers understand your competitive set and price your offering(s) competitively."

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