



Le luxe et les nouvelles technologies

(Luxury and New Technology)

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How luxury brands are affected by the paradigm shifts caused by new technology

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After being in symbiosis with art, luxury brands are syncing with technology.

Today, technological innovation eclipses design, fashion or art in being the new and ultimate force in fueling the creativity of brands.

Technology provides luxury brands with limitless possibilities with regards to the creation of products and services and their retailing, global communication and consumer relations. At the same time, it also raises new issues and challenges. With new technology, both our conception of luxury changes along with the evolution of luxury itself.