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Middle East: High-end consumers expect sustainability from luxury brands

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Dubai-based luxury retail and distribution partner Chalhoub Group has published a new white paper that includes comments from prominent figures in the luxury industry, including Michèle Huiban, the chief executive of Lanvin.

Chalhoub also carried out surveys with global luxury consumers as part of its research for the publication and concluded that, although 65% of respondents said sustainability is not part of their decision-making agenda when it comes to luxury purchases, the question of sustainability clearly matters to them.

More than 80% of the high-end consumers Chalhoub talked to said they want and expect the brands and manufacturers they buy from to have sustainable practices in place.

Available online:

http://www.fashionnetasia.com/en/DailyHeadline/8358/Middle_East_High_end_consumers_expect_sustainability_from_luxury_brands.html