

F2

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Building CEE-made luxury Case of Czech Republic

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Luxury Concept vs. Luxury Branding

Luxury is a perception....

- Luxury can't exist without brands.
- Brand is integral part of luxury object.

but....

not of the concepts of luxury

(creativity, culture, social dynamic, the self, cult, values, national identity, time, myth, respect, emotion)

Ambassadors of national virtues, pushed to the extreme

CEE made luxury?

- **FOCUS:**

To link COO effect and theory on luxury branding

- **QUESTION:**

Is there a future for autothtonous luxury brands from Central and Eastern Europe, namely Czech Republic?

The image of the COO is defined as:

- “...the picture, the reputation, the stereotype that businessmen and customers attach to products of specific country. The image is created by such variables as **representative products, national characteristics, economic and political background, history and traditions.**” (Nagashima, 1970, p.68)

Also, the country image is viewed like:

- “... overall perception consumers form of product from particular country based on their prior perception of the country’s production and marketing strengths and weaknesses. (Roth, Romeo, 1992, p. 479).”

CEE faux pas of the past

- Communist Regime Heritage
- Slow to Recover Image
- Low Perception of Local Brands
- Individual Fragments Fighting on Their Own
- Creative Brains based Abroad
- Not Experienced in Wealth

CEE Momentum

- Its been already < 20 years
- Diaspora can Contribute to Value Creation and Perception
- Ability to profit from International Orientation
- EU members
- Attract More Media
- Unite/Form Association
- Research
- Stay open to Luxury = Learn to Understand it
- Emotional Appeal = nostalgia, retro? = I missed it

Watch Market

- Value = EUR 10 million
- Differs from jewelry by:

Market Segments	Gender	Watch Nationalities
Combination or upscale watches: Patek Philippe, Piaget, Vacheron Constantin...	Men	China Japan, Middle East
Jewelry or specialty: Rolex, Cartier, Omega, Breitling	Women	Middle East, Italy
Fashion or mood watches: Tag Heuer, Rado, Gucci, Armany	Women	Italians, USA, Latin America

Prim Case - Strategy

- Established in 1949
- Long tradition
- All components are produced by a European producer
- Awareness is high
- Individual Approach
- Selected Designers
- Customized to Correspond to Customers Personality
- Pricing in line with positioning of “high quality hand-made watch”
- Communication on Discreet Personal Basis

Research Question



Research Question



Daniel Swarovski
1892



Rony Plesl



architect Jiří Pelcl



Claus Josef Riedel,
1925



Olgoj Chorchoj

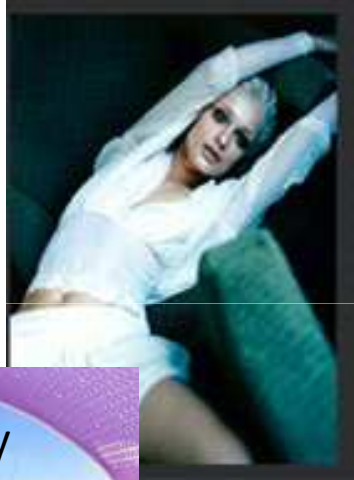


Research Question

jan saudek



RADKA KUBKOVÁ



Klára Nademlýnská



jan kaplický



david černý



Thank you for your attention !

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