



Meta-Luxury: Brands and the Culture of Excellence

By M. Ricca, R. Robins

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Meta-Luxury sets out to define the ultimate meaning of true luxury, exploring it as both a culture and business model. Through the concept of Unique Achievement and the drivers of Craftsmanship, Focus, History and Rarity, the authors examine what is at the heart of true luxury through a unique series of conversations.

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Editorial Review

Review

"'Meta-luxury: Brands and the Culture of Excellence' is a must-read for all luxury industry professionals. So inspiring and a much needed conversation. Great guidance for luxury brands and an opportunity to reassess and renew. A must-read for the Luxury Industry! Meta-luxury = 'beyond luxury'. Beyond luxury indeed!"

Angela Tunner, Founding Editor in Chief

EAT LOVE SAVOR magazine

About the Author

Manfredi Ricca and Rebecca Robins are Directors at Interbrand, the world's leading brand consultancy. Based in Milan and London respectively, they each have over a decade's experience in consulting some of the most respected global brands. This book is inspired by their common belief that true luxury is ultimately about passing the culture of excellence across generations.

MANFREDI RICCA is Managing Director of Interbrand's Italian office, leading the creation, management and valuation of influential brands from a wide variety of industries including several prominent clients in the luxury sector. He is a frequent commentator in the Italian media and has been featured in publications such as the Harvard Business Review, the New York Times and the Wall Street Journal.

Manfredi holds a degree in Economics and Business Administration at Università Commerciale Luigi Bocconi in Milan, where he frequently returns as guest lecturer at under- and post-graduate courses.

REBECCA ROBINS is European Director for Interbrand. She has extensive experience in branding, consulting a diverse range of clients across a number of industries and having held a variety of roles in New York and London. A prolific writer, Rebecca has been featured in such publications as The Economist, the FT, the New York Times and the Wall Street Journal. This is her second book, having co-authored Brand Medicine (Palgrave).

Rebecca holds a First Class degree from Cambridge University in French and German and an M. Phil. in European Literature.

Users Review

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