

## Deluxe How Luxury Lost Its Lustre

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It has become part of our social fabric. To achieve this, it has sacrificed its integrity, undermined its products, tarnished its history and hoodwinked its consumers. In order to make luxury accessible, tycoons have stripped away all that has made it special. Luxury has lost its luster. "New York Times", 8/21/07  
Luxury, and How It Became Common

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384 pages. ISBN. 0-143-11370-4. Deluxe: How Luxury Lost Its Luster is a 2007 book by Paris-based American journalist Dana Thomas. It was a New York Times bestseller .

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Deluxe : How Luxury Lost Its Luster, Paperback by Thomas, Dana, ISBN 0143113704, ISBN-13 9780143113706, Brand New, Free shipping in the US Documents how luxury goods have been transformed by a shift from exclusive distribution practices by quality-minded family businesses to mass production by profit-minded big corporations, revealing the secrets of top designers while examining the ways in ...

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Deluxe: How Luxury Lost Its Luster. At the gas station-convenience store by my house in suburban Detroit, in among the air fresheners, junk food items, smokers' accessories, and such, there's also...

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### **Deluxe: How Luxury Lost Its Luster | Dana Thomas | Talks**

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Then I read the following passage from my book, Deluxe: How Luxury Lost Its Luster. "I remember walking into an assembly plant in Thailand a couple of years ago and seeing six or seven little...

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Dana Thomas. Deluxe: How Luxury Lost Its Luster. Once luxury was available only to the rarefied and aristocratic world of old money and royalty. It offered a history of tradition, superior quality, and a pampered buying experience. Today, however,

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luxury is simply a product packaged and sold by multibillion-dollar global corporations focused on growth, visibility, brand awareness, advertising, and, above all, profits.

### **Dana Thomas**

About the Author. Dana Thomas is the author of Fashionopolis: The Price of Fast Fashion and the Future of Clothes, Gods and Kings: The Rise and Fall of Alexander McQueen and John Galliano, and the New York Times bestseller Deluxe: How Luxury Lost Its Luster. She began her career writing for the Style section of the Washington Post, and for fifteen years she served as a cultural and fashion correspondent for Newsweek in Paris.

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Dana Thomas ist mit dem Buch DELUXE - HOW LUXURY LOST ITS LUSTER ein absolut geniales Werk gelungen. Es ist so spannend wie ein Thriller. Nicht nur die einzelnen "Zweige" (Parfum, Handtaschen, Mode...), sondern auch die Entwicklung der Luxusbranche werden in diesem Buch ausführlich dokumentiert.

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