

True luxury is beyond luxury.

Manfredi Ricca and Rebecca Robins

Meta-luxury

Brands and the Culture of Excellence



Interbrand



"Finally a book that focuses on the only underpinnings of luxury that matter - exquisite product and a culture of true excellence." Guy Salter, Deputy Chairman of Walpole.

Discover the culture and economy of meta-luxury, a paradigm based on the pillars of Craftsmanship, Focus, History and Rarity in a breakthrough book, including exclusive conversations with business leaders, academics and masters of excellence.



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