

**Premium by Design**  
*How to Understand, Design and Market High End Products*  
**Marco Bevolo, Alex Gofman, Howard Moskowitz**

**Endorsements**

*“I found this book to be a very useful and readable guide to what the luxury market is and what it will become and a very good primer on how to anticipate the luxury market of the future.”*

**Arnold Brown, Chairman, Weiner, Edrich, Brown, Inc., New York**

*“Marco Bevolo, Alex Gofman and Howard Moskowitz show us the way to tomorrow’s High End by talking to experts from around the world to learn from them, listen to consumers to practically evaluate what it means and deliver the insights to all of us to get started today. Known as industry experts and innovators around the world, the authors accelerate our learning and practically invite us to a better world for all, by design...Enjoy!”*

**Laurent Flores, CEO, CRMMetrix, Paris, France**

*“Status brands are at a turning point. This thought-provoking book explores new luxury paradigms for a changing world. As materialism, hedonism and indulgence are swiftly being replaced by decency, depth and substance, status, moneyed brands have a unique chance to create change, to connect with the soul and positively impact our civilization. The arguments and research Bevolo, Gofman and Moskowitz present here shed light on how to manage this transition.”*

**Herwig Preis, CEO, SelectNY,  
New York / Berlin / London / Paris / Geneva**

*“How to get customers? How to lose customers? How to create a new brand from one hundreds of years old or a new idea? This and much more makes Premium by Design a literal playbook for senior management and marketing personnel for companies large and small. The real life examples bring the lessons to life, anybody who reads this book will come away with numerous ideas they can use in their businesses.”*

**Doug Gollan, President and Editor in Chief, Elite Traveler, New York**

*“Premium by Design offers a provocative challenge to conventional thinking about High End. The authors’ conversational tone makes this a good read and the liberal use of verbatims from contributors adds rich dimension to this important topic.”*

**Denise Lee Yohn, Founder, Denise Lee Yohn, Inc.; “Brand as Business™”  
consulting partner and former VP Brand and Strategy, Sony Electronics Inc.  
(U.S.)**

*“Premium by Design is an excellent source of insights and learning about the increasingly important but little understood mass luxury market. It’s that rare sort of book that combines rigorous research with thought provoking views on the future while wrapping it all together in a thoroughly engaging writing style. The authors also deserve credit for including China in their analysis as it will likely be – if it’s not already – the primary battleground for tomorrow’s high end spending.”*

**Jim Sailor, Managing Director, TNS Greater China, Shanghai**

*“The physics law of “connected vessels” will transform the economic world in the 21st century. Old terms of High and Low are going to change forever. “Premium by Design” is a unique attempt to reveal the complexity of the ever-changing ‘equalizer’ of the ‘High-End Luxury’ definition for the new markets. It is not just an impressive theoretic analysis but also a fascinating global ‘navigation system’ into the “alchemy” processes of designing new products.”*

**Ezri Tarazi, Professor, Bezalel Academy of Design, Jerusalem,  
and Designer (EDRA, Italy, and more)**

*“Premium by Design is a thoroughly researched, well argued and well presented study that combines a rigorous identification of important trends for the future, with new insights. As a result it is a must read for anyone in this market, or aspiring to it. While the emphasis on sustainability is commendable, the key challenge for the world today is how sustainable is the underlying process that is driving this apparent desire for more and more indulgent material possessiveness? This book might not have all the answers, but it will likely provoke and trigger a long overdue debate in the premium and image driven industries about tomorrow’s values.”*

**Bruce Lloyd, Professor Strategic Management,  
South Bank University, London**

*“You are a professional or an expert in marketing, you think you know it all, this book might still give you a few others ideas. Clear, easy and methodic, it could easily become a reference when it comes to “High End”.”*

**Nicolas Delarue, Founder, AtLarge, Paris**

*“Solid research and geographic analysis of experts around the world has created a High End Toolbox to guild creation of new products for a better future. Jerome C. Glenn, Executive.”*

**Director, The Millennium Project, UN, Washington**

*“The book integrates not only the insights of 70 experts, but also cleverly refocuses our attention on the end-users -- the people that are attracted to the High End -- by means of their stories, aspirations and preferences, thereby allowing the authors to articulate a new, experience-based vision for the future of the industry. A must-read for anyone conceiving, developing and marketing higher-end consumer products and services!”*

**Michele Visciola (President),  
Mark Vanderbeeken and Jan-Christoph Zoels, Experientia, Turin**

*“The Western world has developed to a point where affluence is the mass-democratized gold standard. Luxury is less defined by what one has than by what one perceives others to desire and leaves us ultimately unsure of the lines between luxury as a concept and luxury as a product. Premium by Design can help us understand, in clarified terms the implications of Masstige as the new marker of a High End value system and that the emotional value is not in fact in the level of the luxury but the appreciation of the prestige.”*

**Sara Berman, Managing Director, Sara Berman Design, London**

*“A valuable book offering a unique insight, exploring case histories and various expert view points with actionable tools to achieve Future High End success, making this an easy read appealing to a wide audience. Highly recommended!”*

**Pascale Emalan, fr. Marketing and Market Research Director,  
Takasago, Paris**

*“In view of the “trading down” from Luxury to commodity which the fragrance market has been experiencing for some time now, this book is of the utmost interest to the fragrance industry. It provides an understanding of luxury, from the points of view of both consumers and professionals, as well as valuable insights into how we can reinvent High End for fragrances, and start once again to create intriguing and appealing new concepts.”*

**Barbara Busch, Chairman Analysis Scent International,  
Zug-Paris-New York- Frankfurt’**

*“Inspiring like delicious tapas from the molecular kitchen - this book contains a bouquet of visionary ideas which contributes to a holistic design experience. It gives us a vivid taste of creativity for more High End substance in our lives.”*

**Wolfgang Mueller-Pietralla, Head of Future Research, Volkswagen Group, D**

*“The definition of luxury lies in the eyes of the beholder – not only in the depth of his or her pockets. Hence pinpointing the meaning of luxury is a matter of mastering sociological, cultural, psychological and aesthetical insights on a global level. Which is exactly what this book does, through a coherent, structured and easy-to-read series of interviews and analysis. A pleasurable read hence turns into a very useful tool for fostering new business creations and for using design and style in a strategic and innovative way.”*

**Laura Traldi, interior design freelance journalist  
(Interni, Mondadori Publishers), Milan**

*“Where there is a group of humans, there is a story that binds them together.” Premium by Design tells the story of luxury – authenticity, consistency, exclusivity, innovation and tradition. Luxury brands that ignore the roadmap in this book do so at their own peril. It should sit on the desk of every brand manager and brand marketing manager, and they should refer to it daily.”*

**T. B. (Mac) McClelland, Jr., President & CEO,  
The Luxury Marketing Council (Middle East), Dubai**

*“Our mission is to offer the best”. That’s the motto Jacques Arpels, a member of the founding family designed for the Van Cleef and Arpels Maison. As this is a permanent quest I deeply appreciated the insights, the vision and perspective of Premium by Design. Indeed, we have to permanently re-invent , to be very creative artist , as the 21<sup>st</sup> Century will not be a replication of the 20<sup>th</sup>”.*

**Stanislas de Quercize, CEO, Van Cleef & Arpels, Paris**

*“In the 21st century, the ability to experience the best the world has to offer will be more important to a greater number of consumers than ever before in history. “Premium by design” provides useful insights to help understand the complex art of building the high end brands of the future”*

**Serge Dumont, Omnicom Group Inc.,  
Senior Vice President / President Asia Pacific**

*“From the “Midas’Eye” of today’s luxury to an actionable tool to achieve business success in tomorrow’s High End, this books takes you on journey that connects Bevolo’s direct experience in China or Japan and design visions, with world class statistics by Moskowitz and Gofman. The destination is the qualitative scoping of a promise land for business achievement, and the measurement of the “High End mind” with a wealth of quantitative data. A rare combination of creative insights and science, for a unique book about the next wave of margin driven success.”*

**Octave Bodel, Managing Partner, CRF Partners, Beijing/ Hong Kong**

*“In all my years associated with ‘luxury’ I have never read a book that articulates so well the business opportunities that are emerging through a systematic approach to developing ‘high end’ propositions. It’s abundantly clear that customers want high end. I believe this book will be of real practical help to people who are seeking to make their businesses, brands & products lead in this profitable market segment, rather than follow or get beaten.”*

**Peter Lavers, fr. Managing Director, Customer Futures (an Ogilvy company).**

*“The authors offer a new slant on the inherent innovations in design -- taken to a higher grouping of indices -- and how this expands market presence; it’s not merely about something being well made, but it is more about the holistic promissary attribute of the evolution of ideas in context. High end design is about new ideas and ideals that are built on uniquely and newly defined insights -- experimentation in the comprehension of consumer movement -- and finally revelation in new attitudes of design, luxuriously considered, in reaching to the heart and mind of that market. Ideas first, ideals exercised, design (and experiment) -- the new high end signature -- explicated. It’s about a new reach - to a high ground, a exalted visioning -- that brings, in design, luxury to all. And what is luxury but a brand with a story -- a long-running heart -- that is about truth newly told, authenticity in defining experiment and telling experience -- to capture the hearts, and sing the emotions, of the*

audience. *The platinum premise: high design, a new high round to branding success.*"

**Tim Girvin, Principal and Founder, Girvin, Inc., NYC | Seattle | Tokyo**

*"Premium by Design is a very useful and practical mean for companies that want to take a look inside future High End markets and for everybody who wants to better understand where this growing market is going.*

*Thanks to the use of unique case histories and of an easy style this book is a guide through the changing concept of luxury and how this new concept involves design."*

**Pietro Piccinetti, President , Gruppo Sintesi, Italy**

*"Premium by Design is a "must-read" for experts looking to update their notion of what luxury means today. From thorough evaluation of premium brands to insightful interviews with luxury brand architects, this unique survey demonstrates the intricacies of the high end market and its transformative nature as it adapts to the fast-paced changes of the 21st century."*

**Angel Chang, fashion designer, NYC, Winner of the Cartier Women's Initiative Award.**