

## Leading Brands of the World launches in India with the aim of driving luxury business in line with international standards

*Leading Brands of the World offer a comprehensive range of services that span across brand market entry facilitation, brand development and proliferation, bespoke event programs, PR programs, strategic alliances, Think Tank forums, Strategic forums and business development opportunities.*

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Today, is the launch of 'Leading Brands of the World' the only professional entity in the fast growing Indian Luxury market aimed at driving the 'Luxury Business' in India in line with international set standards. Leading Brands of the World's philosophy is rooted in successfully driving the 'Luxury Business' on an International level, by providing a premium platform of business development opportunities to their clients and partners, globally. The launch of Leading Brands of the World in New Delhi was over an interactive business merged lifestyle evening for the countries leading luxury players and a formal press announcement, hosted by Mr. Thomas Kastgen, Chairman, Leading Brands of the World and Ms. Devyani Raman, CEO, Leading Brands of the World.

Leading Brands of the World's clients and partners already include Middle East Aston Martin, Porsche India, Pershing Yachts India and THANKS a luxury retail space housing leading brands such as Van Cleef and Arpels, Fendi, Dolce & Gabbana and Stella McCartney. They also announced their forthcoming events for the year 2006, in India a Leading Jets, Yachts & Automobiles Brand Forum, which will bring country and regional heads of leading luxury brands together with India's decision makers, opinion leaders and HNI; and a charity event with Unicef that is currently under construction.

The investors and international consultants of Leading Brands of the World include reputed specialists from the luxury industry from across the globe widening the scope of business development opportunities for our clients and partners globally. With offices already in Delhi and Mumbai, Leading Brands of the World are in talks to expand their footprint internationally.

Their expertise span from orchestrating a comprehensive entry strategy including in-depth market survey, research & analysis, creating brand launch platforms and introductions to the right target sets. Further identifying the befitting image partner for strategic alliances, generating awareness & visibility by suitable brand positioning. We act as a guide in foreign markets and assist brands in identifying appropriate retail space, developing and implementing bespoke event programs and creating a platform to meet with other 'best of breed' brands. Thereby Leading Brands of the World promotes best practices shared across luxury segments and developing collaborations for brands to network, facilitate and transfer business development opportunities.

The prominent shift that is taking place in luxury markets today from 'Old world luxury charm' to that of 'New world luxury charm' reflects the challenges that luxury brand marketers could face if each luxury target segment is not correctly addressed. Each market differs in cultural, rationale, sociological & emotional values and understanding these emotional value ties to that of a sentimental purchase is vital for successful brand penetration.

Old world luxury charm is deep rooted in the attributes, qualities and features of the product whilst

'New world luxury charm' is defined by the consumer who focuses on the experience of luxury deep rooted in the goods and services they purchase and not in the ownership or possession of the product itself.

So 'New luxury' is about the experience of luxury while 'Old luxury' is about the product itself. On this note Mr. Thomas Kastgen, Chairman of Leading Brands of the World said, "Leading Brands of the World aims to effectively communicate the unique essence that is embodied in every brand to those in the brands target audience - as it has been noted that 'Loosing the soul of the brand is far easier than keeping the brand soul alive'." Mr. Kastgen, who has specialized in the international luxury industry for over a decade further added, "Leading Brands of the World understands the 'real' needs of the luxury brand marketing in India and have the know-how to provide significant, result oriented tailor made marketing strategies that focus on the brand's real needs across a myriad of lifestyle related segments."

With the luxury boom in India there are over 1 million luxury consumers and this is only a fraction of the 8 million plus consumers who have the disposable incomes yet due to unfamiliarity of the luxury segment and brands as a whole shy away from the initial purchase itself.

The Indian stock market has traveled so far north that new financial borders have evolved- leveraging the demand and desire of luxury goods in India.

FDI into India has risen to new levels with certain policy changes and government support systems-India is looking more and more attractive in investor climate terms.

India is the fastest growing auto market in the world, as seconded by last year's sharp rise in the luxury car segment reflecting a 28% sales increment.

Pegged at Rs 2,500 crore, the premium fashion market has been growing at a steady rate of 20 per cent.

The doubling of market size in high-end products over a year is a phenomenon unmatched by any other economy in the world - these are only a few good reasons prompting luxury brands to mark their entry into India.

"Leading Brands of the World has identified the cause and effect related to the 'premium gap' in India's luxury brand marketing sphere; our company strengthens business relationships with leading brand representatives in India and abroad to co-develop each brand's local marketing strategy & reflecting their international position and standards at all times", said Ms. Devyani Raman, CEO, Leading Brands of the World.

She further added, "With the ability to remain focused in delivering innovative brand marketing solutions for the Indian luxury marketplace, our company provides a unique one stop shop for brands to effectively showcase themselves as per international standards and yet keeping in line with local culture and norm".

With consistency, focus, unique attention to detail and unmatched responsiveness - Leading Brands of the World guarantees to remain committed to its goal - 'To provide innovative and pioneering solutions for luxury products and services within the Indian Market.'

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Accord is a full service public relations agency that focuses on the needs of lifestyle brands. Our focus sectors are Tourism, Travel and Hospitality, Food & Beverage, Media and Entertainment and Retail and Real Estate. In the specific sector of Tourism, Travel and Hospitality, we have worked with Walt Disney World Resorts, The Claridges Group of Hotels and Resorts, British Airways, and India's first truly world class theme park and resort [coming up in Noida]. We are headquartered in New Delhi and have offices in Mumbai, Bangalore, Chennai and Kolkata.

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