

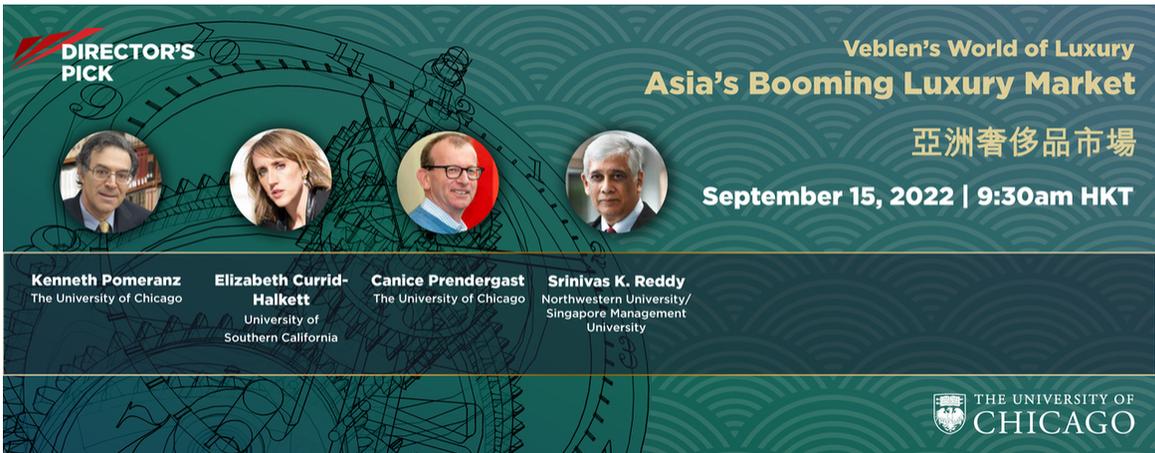


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Register HK Event: Asia's Booming Luxury Market (Sep 15, 9:30am HKT)



The Asia-Pacific region is the crown jewel for luxury goods and lifestyle. Asian consumers have diversified interests in luxury goods. From Swiss watches, handcrafted designer handbags, reserve high-end wines and precious artwork, demand continues to grow dramatically despite recent price spikes, the challenges of COVID and the recent economic downturn in certain markets. What's more, today's conspicuous consumption has extended to intangible privileges and what people pursue is no longer limited only to material goods.

How big is the luxury goods market in Asia? Will the market continue to grow with the help of millennials in the region? Do Asians have a unique investment approach for such goods or do they buy on impulse to impress their friends? Specifically, which luxury goods reflect the social status they are attempting to convey?

This session will discuss the luxury market in Asia from institutional and individual perspectives.

REGISTER NOW



The Hong Kong Jockey Club University of Chicago Academic Complex
The University of Chicago Francis and Rose Yuen Campus in Hong Kong

168 Victoria Road, Mount Davis, Hong Kong

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