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The death-wish list of luxury fashion branding is the following: 1 Do not have a clear brand identity and image. 2 Do not fight counterfeiters. 3 Believe that you don ' t need to reinforce your brand aura. 4 Do not have a strong web presence. 5 Do not have an e-boutique. 6 Retail your goods through low-end retail locations. 7 Do not track market trends and consumer behaviour. 8 Overlook your competitors ' branding strategies. 9 Believe that branding is the same as marketing.10 Believe that ...

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