

## **Building “CEE-made luxury” Image – Case of Czech Republic**

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### **Abstract**

Despite its gaining reputation of becoming attractive for the global luxury influx, the Central and Eastern Europe (CEE) is, in fact, quite poor when it comes to proprietary luxury brands. Therefore, selling luxury and shaping particular marketing approaches for the CEE markets has become the challenge of a kind.

Although the Iron Curtin fell more than 20 years ago this area is still missing proper strategic approaches in marketeering luxury products.

Initially, where the product was produced, i.e. its country of origin (COO) was perceived equivalent to “made – in” label. As a result, the effect of COO in the Easter European markets had suffered from the lack of perceiving luxury properly. Thus, the heritage of the past regime grounded its luxury brand development.

However, the changes of today’s consumers pushed for further considerations. Today, COO is association, perception, expectation, and a promise incorporated in a brand.

By connecting the theory of country of origin (COO) with the concept of luxury branding paper offers a point of view in this direction.

Moreover, the paper tries to initiate further thinking by raising the issue: *is there a future for autochthonous luxury brands from Central and Eastern Europe, namely Czech Republic?*

We introduce the case of Prim - Czech luxury watch maker to support the argument.