

OVERVIEW PUBLICATIONS & FEATURES \

Dr. Julia Riedmeier

Status Quo: 01.01.2025

2025

MONTH	MEDIUM	PUBLICATION	TYPE	TITLE	LANG.	LINK
In Process	PRINT	The Sage Handbook of Luxury Brand Management and Marketing	Book chapter	TBA <i>Together with Dr. Felicitas Morhart</i>	EN	n.a.

2024

MONTH	MEDIUM	PUBLICATION	TYPE	TITLE	LANG.	LINK
11	ONLINE	Ferrari Magazine	Article	New Power Generation	EN	https://www.ferrari.com/en-BA/magazine/articles/new-power-generation-mallorca-tour
10	ONLINE	Entre Nous	Expert comment	5 Trends beim Kauf für Secondhand-Designertaschen	DE	https://www.entrenous.at/secondhand-designertaschen-kaufen/
06	ONLINE	Mark Challenge	Interview	Jury Member Insights	EN	https://www.linkedin.com/posts/the-mark-challenge_markchallenge-luxurystrategy-innovation-activity-7210922952626753537-1Hgh
03	ONLINE	Independent Hotel Show, Amsterdam	Interview	The Speaker Edit: Dr. Julia Riedmeier, Founder & CEO, CODELUXE	EN	https://www.independenthotelshow.nl/en/news-hub/speaker-edit-dr-julia-riedmeier-founder-ceo-codeluxe

2023

MONTH	MEDIUM	PUBLICATION	TYPE	TITLE	LANG.	LINK
12	PRINT	Robb Report Monaco & Côte d'Azur	Article	Luxury Without Limits: The Four Seasons Private Island at Voavah	EN	n.a. / PDF
10	PRINT/ ONLINE	GfM (Gesellschaft für Marketing) CH	Research article	Luxus im Wandel <i>Luxury in transformation</i> <i>Together with Dr. Felicitas Morhart</i>	DE	https://gfm.ch/forschungsreihe/forschungsreihe-5-23/
09	PRINT	Robb Report Monaco & Côte d'Azur	Monaco Yachting Report	The inextricable link between passion and strength:	EN	n.a. / PDF

				An Exclusive Interview with Dr Barwani and Paris Baloumis		
08	ONLINE	KAP Podcast	Podcast	Luxus und Nachhaltigkeit: Wie geht das zusammen. Im Gespräch mit Luxusmarkenstrategin Dr. Julia Riedmeier <i>Luxury and sustainability: how do they go together? In conversation with luxury brand strategist Dr. Julia Riedmeier</i>	DE	https://open.spotify.com/episode/2ZVSbKl10tW9PvmJKdUM3D?si=76ac4aeb9259462a&nd=1&dlsi=5e38bad0591142bb
07	PRINT	Robb Report Monaco & Côte d'Azur	Monaco Yachting Report	Embracing Innovation, Preserving Traditions: An exclusive interview with Bernard d'Alessandri	EN	n.a. / PDF
05	PRINT	Robb Report Monaco & Côte d'Azur	Monaco Yachting Report	Mastermind of Superyacht Design: An Exclusive Interview with Espen Øino	EN	n.a. / PDF
04	PRINT/ ONLINE	Wirtschafts- Woche	Expert statement	La Prairie – 782 Euro für 20 Milliliter: Beiersdorfs Geschäft mit der Luxus-Hautpflege <i>La Prairie – 782 Euros for 20 milliliters: Beiersdorf's luxury skincare business</i>	DE	https://www.wiwo.de/my/unternehmen/handel/beiersdorf-782-euro-fuer-20-milliliter-beiersdorfs-geschaef-mit-der-luxus-hautpflege/29079366.html
04	ONLINE	Monaco Symposium on Luxury	Research Manuscript	Luxury Reinterpreted: A Transformative Perspective on Luxury Attributes in the Metaverse <i>Together with Linda Hammer & Dr. Philipp Rathgeber</i>	EN	https://www.monaco-symposium-on-luxury.com/wp-content/uploads/2023/03/MSL-2023-Academic-Sessions-Program-3.pdf
02	RADIO/ PODCAST	Deutschlandfunk	Expert interview	Kleidung als Wertanlage <i>Fashion as an investment</i>	DE	https://www.deutschlandfunknova.de/beitrag/klamotten-statt-aktien-wenn-wir-in-mode-investieren
01	ONLINE	Haus von Eden	Masterclass	The Code for Future Luxury	EN	https://www.hausvoneden.de/courses/julia-riedmeier-future-luxury/

2022

MONTH	MEDIUM	PUBLICATION	TYPE	TITLE	LANG.	LINK
09	TV	ARD, SWR	Documentary (filming location Berlin) <i>Business/economic expert commenting on luxury & sustainability</i>	Parfum kaufen - wie gefährlich sind die Inhaltsstoffe für uns und die Umwelt? <i>Perfume - how dangerous are the ingredients for us and the environment?</i>	DE	https://www.swrfernsehen.de/marktcheck/ekochecker/welches-parfum-ist-umweltfreundlich-100.html https://www.ardmediathek.de/video/oekochecker/parfum-kaufen-wie-gefaehrlich-sind-die-inhaltsstoffe-fuer-uns-und-die-umwelt/swr/Y3JpZDoVL3N3ci5kZS9hZXgqbzE3Mjg3NzE
06	PRINT/ ONLINE	Journal of Business Research	Research article	Me versus we: The role of luxury brand managers in times of co-creation. <i>Together with Dr. Maria Kreuzer</i>	EN	https://www.sciencedirect.com/science/article/abs/pii/S0148296322002259
05	TV	ZDF for MAKRO, WISO, nano, planet e.	Documentary (filming locations Munich & Grasse)	Parfüm - Der große Duftraub? <i>Perfume - The great fragrance robbery?</i> Note: Business/economic expert commenting on luxury & sustainability	DE	https://www.zdf.de/dokumentation/planet-e/planet-e-parfuem---der-grosse-duftraub-100.html
04	PRINT/ ONLINE	Die Presse Schaufenster (AT)	Expert interview	Luxushandtaschen: Von der It-Bag zum Statussymbol <i>Luxury handbags: From It Bag to Status Symbol</i>	DE	https://www.diepresse.com/6124206/luxushandtaschen-von-der-it-bag-zum-statussymbol
04	PRINT	Own publication	Own study KEYLENS & CODE \ LUXE Study	Juwelier der Zukunft <i>Jeweler of the Future</i>	DE	https://www.instagram.com/p/CdLlg8VoZG/?utm_source=ig_web_copy_link
01-03	PRINT	Goldschmiede Zeitung	Various Interviews	Related to the study "Jeweler of the Future"	DE	n.a. / PDF

2021

MONTH	MEDIUM	PUBLICATION	TYPE	TITLE	LANG.	LINK
11	ONLINE	Munich Business School Insights	Review	Luxury Business Dialogue with MBS Alumnus Maxime Scheuer from CHANEL Haute Couture	DE/EN	https://www.munich-business-school.de/insights/en/2021/luxury-business-dialogue-with-mbs-alumnus-maxime-scheuer-from-chanel-haute-couture/
10	ONLINE	Haus von Eden	Opinion article	Navigating the luxury route towards happiness: From a Hollywood to a purpose perspective	DE/EN	https://www.hausvoneden.com/lifestyle/luxury-way-happy-purpose/
08	ONLINE	Munich Business School Insights	Review	MBS Students @ Cartier TANK Exhibition: The Art of Clienteling	DE/EN	https://www.munich-business-school.de/insights/en/2021/mbs-students-cartier-tank-exhibition-the-art-of-clienteling/
03	ONLINE	Munich Business School Insights	Review	Luxury Insight Talk: In Conversation With the Finalists of the Mark Challenge 2020	DE/EN	https://www.munich-business-school.de/insights/en/2021/luxury-insight-talk-in-conversation-with-the-finalists-of-the-mark-challenge-2020/
02	PRINT	ChinaContact	Research article	Luxusshopping: aufstrebende Konsumenten verstehen in China & Taiwan <i>Luxury shopping: understanding aspirational consumers in China & Taiwan</i> <i>Together with Dr. Christian Schmidkonz</i>	DE	n.a. / PDF

2020

MONTH	MEDIUM	PUBLICATION	TYPE	TITLE	LANG.	LINK
11	ONLINE	Haus von Eden	Opinion article	Purposeful Luxury - Lifestyle in times of the corona pandemic	DE/EN	https://www.hausvoneden.com/lifestyle/purposeful-luxury-lifestyle-in-times-of-the-corona-pandemic/
11	PRINT	Miss Magazin (AT)	Expert interview	Der Preis ist heiss <i>Rising prices for luxury handbags</i>	DE	n.a. /PDF

11	ONLINE	Munich Business School Insights	Review	Luxury Business Dialogue With MBS Alumnus Jonas A. Schober From Cartier	DE/EN	https://www.munich-business-school.de/insights/en/2020/luxury-business-dialogue-with-mbs-alumnus-jonas-a-schober-from-cartier/
08	ONLINE	Haus von Eden	Opinion article	Awaycation vs. Staycation - vacation in times of coronavirus	DE/EN	https://www.hausvoneden.com/food-travel/awaycation-vs-staycation-vacation-in-times-of-corona/
06	ONLINE	Haus von Eden	Opinion article	Cocooning 3.0 - When the inside becomes the new outside	DE/EN	https://www.hausvoneden.com/urban-living/cocooning-3-0-when-the-inside-becomes-the-new-outside/
05	ONLINE	Haus von Eden	Opinion article	Luxury landscape in times of the COVID-19 pandemic - The Next Normal	DE/EN	https://www.hausvoneden.com/lifestyle/luxury-landscape-in-times-of-corona-das-next-normal/
01	ONLINE	The Journal of Marketing Trends	Research article	The role(s) of luxury brand managers in times of brand meaning co-creation	EN	https://archives.marketing-trends-congress.com/2020/pages/PDF/088.pdf

2019

MONTH	MEDIUM	PUBLICATION	TYPE	TITLE	LANG.	LINK
09	ONLINE	Munich Business School Insights	Review	Luxury Business Dialogue: Selling Luxury by Arno Böhnert, Robbe & Berking	DE/EN	https://www.munich-business-school.de/insights/en/2019/luxury-business-dialogue-selling-luxury-by-arno-bohnert-robbe-berking/
07	PRINT/ ONLINE	Handelsblatt	Expert comment	Luxusmarken: Bling-Bling reicht nicht mehr <i>Luxury brands: Bling-bling is no longer enough</i>	DE	https://www.handelsblatt.com/unternehmen/mittelstand/mittelstand-bling-bling-reicht-nicht-mehr-luxusmarken-muessen-ihr-geschaeftsmodell-aendern/24679534.html
06	PRINT	Luxury Business Report X Robb Report	Own study	Neo Luxury: Deep impact & implications for a forward-thinking luxury management <i>Together with Dr. Jörg Meurer</i>	DE	n.a.

2018

MONTH	MEDIUM	PUBLICATION	TYPE	TITLE	LANG.	LINK
04	PRINT/ ONLINE	Beauty Forum	Opinion article	Dos and don'ts for Facebook marketing	DE	n.a. / PDF

2017

MONTH	MEDIUM	PUBLICATION	TYPE	TITLE	LANG.	LINK
10	PRINT/ ONLINE	Beauty Forum	Opinion article	Social media strategies for beauty institutes	DE	n.a. / PDF
09	ONLINE	Luxury Insights	Opinion article	Gamification – how luxury brands are winning over young consumers <i>Together with Petra- Anna Herhoffer</i>	DE	https://luxury- insights.com/gamifica- tion-wie-luxusmarken- junge-konsumenten- durch-social-media- gewinnen/
07	PRINT	Luxury Business Report	Opinion article	Blogger relations as growth booster	DE	n.a. / PDF
03	PRINT/ ONLINE	Beauty Forum	Opinion article	So geht Facebook- Werbung <i>How Facebook advertising works</i>	DE	https://www.beauty- forum.com/business/a- rtikel/so-geht- facebook-werbung- 39957.html

2016

MONTH	MEDIUM	PUBLICATION	TYPE	TITLE	LANG.	LINK
09	PRINT/ ONLINE	creativ verpacken	Opinion article	Win win win – luxury brand cooperations	DE	n.a. / PDF
06	PRINT	Luxury Business Report	Research article	Retail Excellence: Oder wie man Mitarbeiter zu High Performern macht <i>Retail Excellence: Or How to Turn Employees into High Performers</i>	DE	n.a. / PDF
06	PRINT	Luxury Business Report	Opinion article	Apple Watch Hermès – Smart ist nicht nur die Uhr <i>Apple Watch Hermès – Smart is not only the watch</i>	DE	n.a. / PDF

2013-2015

MONTH	MEDIUM	PUBLICATION	TYPE	TITLE	LANG.	LINK
2015	PRINT	Master Thesis, Munich	Research thesis	Internal Branding in Personal Selling in the Luxury Industry: A Holistic Framework for Making Salespeople Brand Ambassadors	DE	n.a. / PDF
2014	PRINT	Tongji Shanghai Papers	Research article	Motivations to Purchase Luxury Goods: A Comparison Between China & Western Countries	EN	n.a. / PDF
2014	PRINT	Munich Business School Papers	Research article	The 4P Model Applied to the Luxury Industry in China: Particularities for Established Western Luxury Brands	EN	n.a. / PDF
2013	PRINT	Bachelor Thesis, Berlin	Research thesis	Merkmale und Besonderheiten von Luxusgütern am Beispiel der Modebranche <i>Characteristics and particularities of luxury goods using the example of the fashion industry</i>	DE	n.a. / PDF

Additionally: Various expert interviews for Bachelor's and Master's theses on the subject of luxury brands and management since 2016.