

BUSINESS INNOVATION SYMPOSIUM (E6)  
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SPACE MARKETING: A NOVEL EXPERIENCE IN LUXURY BRANDS.

**Abstract**

In the recent years space industry has been considered as luxury industry, this research intends to offer an original contribution by studying how fashion and luxury companies have redefined both their marketing (in terms of price, product, promotion and placement) and operations actions (in terms of the relationship between supply network partners, types of integration, location of production, outsourcing and network objectives) to challenge contextual dynamic changes. The space industry has manage the technological and social advances this due to space industry can sell experience in each products they perform. So a novel type of marketing can be design using luxury fashion brands focused on the aerospace sector to develop new type of experience for both industries.