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Globalization and a French Type Business Knowhow

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<Abstract>

Take a French diner at a well-known restaurant in any major city. It is only natural that he or she would want to dress him or herself in a fashionable French garment from Dior or Chanel. Why do these French brands appeal to consumers in a way that brands from other countries simply do not? Even when we expand the topic to fine dining and wine, foreign products just do not convey the same sort of glamour that their French counterparts so exquisitely do. Many believe this adoration has been historically neutered. An attempt has been made to explain the rise of French luxury consumer goods to their ongoing reputation as the world leader in this field, while comparing the pros and cons of having a business model very different from the typical “American” way of doing things, with a particular focus on the popular items of wine and Camembert cheese.

<Keywords>

France, food studies, luxury business, wine business, irregularity