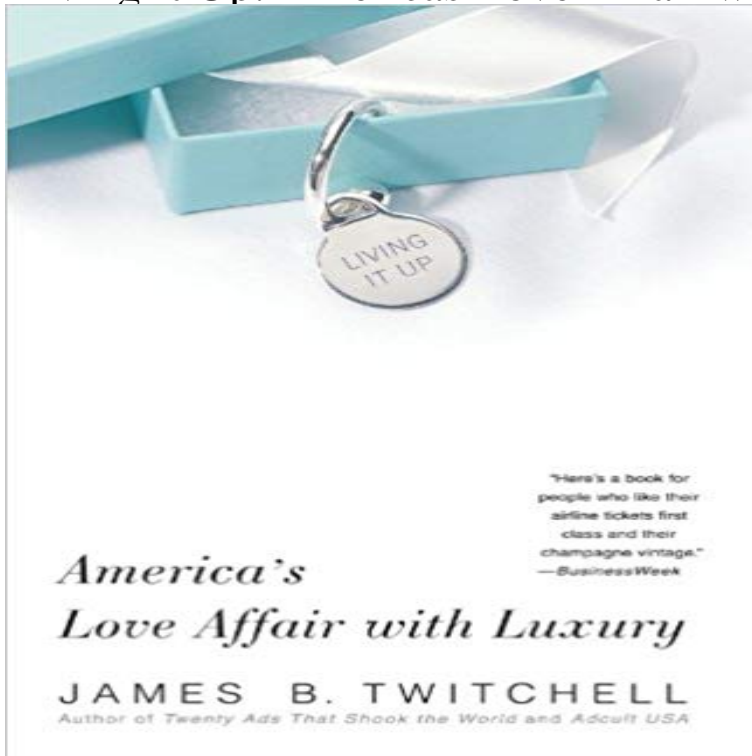


Living It Up: Americas Love Affair with Luxury



Luxury isn't just for the rich, says James B. Twitchell. Today you don't need a six-figure income to wear pashmina, drink a limited-edition coffee at Starbucks, or drive a Mercedes home to collapse on the couch in front of a flat-screen plasma TV. In *Living It Up*, sharp-eyed consumer anthropologist Twitchell takes a witty and insightful look at luxury -- what it is, who defines it, and why we can't seem to get enough of it. In recent years, says Twitchell, luxury spending has grown much faster than overall spending -- and it continues to grow despite the economic recession. Luxury has become such a powerful marketing force that it cuts across every layer of society, spawning a magazine devoted to spas, cashmere bedspreads on sale at Kmart, and a dazzling array of bottled waters. Twitchell says that the democratization of luxury has had a unifying effect on culture. Luxury items tell a story that we want to identify with, and more people than ever aspire to the story of Ralph Lauren's Polo or Patek Philippe. Shopping itself is no longer a chore but a transcendent experience in which we shop not so much for goods as for an identity. Sharply observed and wickedly funny, *Living It Up* is a revealing and entertaining examination of why we are all part of the cult of luxury.

Book Review: Living it Up: Americas Love Affair with Luxury - DOIs Economic downturns and terrorist attacks notwithstanding, Americas love affair with luxury continues unabated. Over the last several years, luxury spending in **Living It Up: Americas Love Affair with Luxury - Google Books Result** Janet Maslin reviews book *Living It Up: Our Love Affair With Luxury* by James B Twitchell photo (M) **James B. Twitchell Official Publisher Page Simon & Schuster** *Living It Up: Americas Love Affair with Luxury* [James B. Twitchell] on . *FREE* shipping on qualifying offers. Luxury isn't just for the rich, says **Living It Up: Our Love Affair with Luxury - Kindle edition by James** *Living It Up: Americas Love Affair with Luxury* James B. Twitchell Limited preview - 2003. *Living It Up: Our Love Affair with Luxury* James B. **Living It Up: Our Love Affair with Luxury - James B. Twitchell** Americas Obsession with Luxury. James B. Twitchell. Author of *Living It Up : Americas Love Affair with Luxury* Tuesday, March 23, 2004 2:00 PM. The luxury **Buy Living It Up: Americas Love Affair with Luxury Book Online at** *Living It Up* has 67 ratings and 12 reviews. Sheryl said: Fascinating, fascinating I totally understand needless consumption -- my book colle **Living It Up: Americas Love Affair with Luxury: James - Living It Up: Our Love Affair with Luxury - Lexile**

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