

Lack of Russian Handicapping Luxury Brands

By [The Moscow Times](#)

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WASHINGTON — Failure by luxury brands to provide Russian language websites "significantly handicaps" online sales in Russia, one of the world's fastest growing luxury goods consumer markets, industry news website Luxury Daily reported.

"With 77.5 million Internet users, luxury brands should focus more resources into communicating with Russian consumers," the report said.

The report cited a market study by L2, a "digital innovation think tank based in New York, showing that only 14 percent of luxury brands offer Russian language websites in a country where only five percent of the population is proficient in English, the most common interface language.

(RIA Novosti)

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