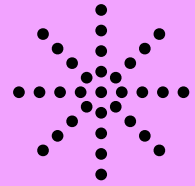


THE LUXURY



SHOPPING EXPERIENCE

Table of Contents

What is Luxury **03**

History of Luxury **04**

What about Shopping **05**

Types of Experiences **06**

Journey Mapping **07**

Expectations **09**

Luxury Ecosystem **10**

Persona **12**

Memory **14**

Perspectives **15**

Emotions **17**

Final Thoughts **19**

References **20**



WHAT IS LUXURY?

Luxury is defined by the Cambridge Dictionary as a “great comfort, especially as provided by expensive and beautiful things”. However is this truly luxury? The beauty of something and how expensive it is considered is based on someone’s perspective. Luxury is subjective and can evolve. To some, it can also be comfort, elegance, and refinement of quality. Something that was created with intention and has a level of exclusivity - which creates desire.

In a recent Forbes article by Richard Kestenbaum (2021), the evolution of the luxury experience is explored, emphasizing its departure from the traditional notion of acquiring high-quality products and indulging in exclusive in-store experiences. The historical essence of luxury, characterized by unparalleled quality and exceptional in-store service, is undergoing a transformative shift as brands recalibrate their interactions with customers. Of course, there will always be people to whom the traditional meaning of luxury will always stand true but nowadays the experience of shopping for luxury has universalized, and therefore brands are now rushing their in-store experience and products that lack the quality that customers experienced before.

The experience of luxury is different for all depending on cultural context, societal values, and economic status, What may constitute a luxurious experience for some may be mundane for others.

Nevertheless luxury is important not only to generate significant economic impact but it is extremely important due to the value it puts on cultural and artistic expression. The pursuit of luxury experiences and items often drives innovations in many areas including, materials, design, and technology.

An example of innovation in the fashion industry is a recent campaign by Jacquemus “bags-on-wheels”. Ian Padgham, the creator of this “3D art” pushed the boundaries of traditional advertising by featuring gigantic Jacquemus bags roaming the streets of Paris.

Even Chanel’s innovation in jewelry where the use of gold, pearls, and many other gems were used to create the illusion of tweed - a material the brand is known for and synonymous with the Chanel legacy. This change from the conventional use of materials shows the fashion industry’s innovations in how materials can be used to create illusions - a perfect example of how the industry is pushing the boundaries of what is possible.

BUT HOW DID IT ALL START?

HISTORY OF LUXURY

Luxury has always been around in some shape or form. Looking at the evolution of history is to look at the transformation of society itself. Some of the dynamics of luxury have remained the same. For thousands of years, it has served as a symbol of power and markings to place certain people in a specific social class. Luxury created the sense of owning something new and therefore the person being considered part of a group or achieving a sense of status and or accomplishment. Some of the first traceable instances of luxury go back to ancient Egypt where jewelry, vibrant colors, and perfume were all status symbols that created a statement of class. Another significant luxury of the time was the afterlife rituals which were only provided to the highest in society of the time and were highly valued and desired. During this time in history, luxury was exclusive to gods, pharaohs, priests, and their families.

The term luxury traces back to the word 'luxuria' in Latin which meant extravagance or excess. Yet, this word was used in a negative context where it was extreme and considered 'sinful'. In ancient Greece, many philosophers discussed the impact of luxury. Some saw it as the driving force of society while others thought it was the enemy of virtue and humility. It evolved again into the word 'luxure' which meant lust in Norman French having a sexual connotation even when the word luxury was translated into English from French its first uses in the 1340s were very sexual. The word only was used in association with wealth in texts from the early 17th century.

During the Renaissance, luxury was again perceived as beautiful where the joys of life were no longer seen as sinful. Luxury during this time was reflected through precious fabrics such as lace, silk, satin, and velvet Along with tapestries, porcelain, mirrors and gowns which placed an emphasis on expertise and talent which start the tradition of elegance and French luxury. Château Haut-Brion is considered to be the world's first brand of fine wine. Dating back to 1521 this distinguished brand is considered the oldest luxury brand in the world. Only the monarchy and aristocracy had constant access to these luxuries which made luxury a sociological issue due to its connection to inequality. Although the aspect of class was created thousands of years before this time period, the Renaissance marked the start of a societal disparity that is still substantial today. Some may find the extreme luxury to be insulting to the poor, but on the other hand, these luxuries provides jobs and a spotlight for exquisite craftsmanship and art.

NOWADAYS



The battle between what is luxury has been in place for centuries and will continue throughout modern times. What is 'good luxury' and what is bad? The conflict between what is useful and what is considered a waste. The intriguing side of luxury is on the rise, with the increased availability of money, the luxury industry has exploded.

Specifically for fashion, Charles Fredrick Worth was at the forefront of creating the fashion houses seen today. Before him, fashion designers would only work upon request from a client. Mr. Worth came up with the idea to exhibit his pieces on a larger scale, so he organized what are now considered the first fashion shows. His pieces changed with the seasons which is why the cycle of the seasons: spring/summer and autumn/winter is seen nowadays during fashion weeks.

WHAT ABOUT SHOPPING

Time Line

Ancient civilizations: offerings for Gods and the elite

Renaissance: luxury boutiques started to appear in Europe which showed quality and exquisite craftsmanship.

Industrial Revolution: created department stores which brought democratization and overall access to luxury goods.

20th century: the rise of iconic luxury brands.

HISTORY OF SHOPPING AND TRADE

Proper currency extends back to 3000 BC in Mesopotamia. Although people were exchanging goods like cows and sheep even further back in 9000 BC, the first stores came around 800 BC in ancient Greece where people had created markets where merchants could sell their goods and many would come to socialize and participate in political discussions and the government itself.

As Dorothy Davis mentions in her book "A History of Shopping", throughout the Middle Ages the pattern of shopping was very different from what is considered normal nowadays. In modern society, a personal standard of living is getting an income from working and then spending it. Whereas then "people thought primarily of what they could grow and make for themselves and only incidentally of what they would buy with money" (YEAR, p.5).

In ancient times, local markets and bargaining were the main forms of trade but by the 1700s there were "mom and pop" shops - or family-owned businesses. By the 18th century, these stores were everywhere in the United States. Many were drug stores or stores that sold everything from toys to groceries.

In the late 19th century and the early 20th century, the American economic sector changed from being mainly agriculture to the manufacturing industry which produced oil, steel, and textiles and created food production factories which completely changed the standard of living in the United States.

The main differentiation between the mom-and-pop shops and these grand institutions is that these huge companies started influencing the overall American life. These stores didn't just sell items they provided entertainment that appealed to newly wealthy customers who were looking for the best way to use their disposable income.

This was the start of creating experiences when shopping.

THE OVERALL LUXURY MARKET
HAS INCREASED
SINCE 2019
BY
25%



TYPE OF EXPERIENCES



Mundane

A mundane experience is categorized as an everyday thing. It isn't an experience that someone pays attention to - oftentimes it is part of a person's routine and therefore majority of the time it happens unconsciously due to its predictability. A luxury experience isn't supposed to be mundane. It is created with the intention of creating a memory of some kind.

Mindful?

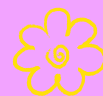
A mindful experience is a step above mundane experiences. These experiences are conscious and can create memories. Buying a luxury item can be a mindful experience for some who have the opportunity and the funds to buy these products. nevertheless, that is just buying a luxury item - not necessarily part of what the luxury experience is targeted to be.

Meaningful

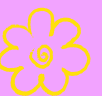
A meaningful experience has some emotional significance or resonance. There is a triggering element to it, which can be positive or negative. There is value to this experience that goes beyond the material cost of the item or experience.

An article by Vox (Kim, 2023), describes the psychology of why people buy designer products as something that goes beyond the typical economic transaction. "The motivation to buy is about status. The higher the price, the more status you're theoretically buying". According to Global Data, the average American household has a total income of less than 50 thousand dollars make up more than 27% of regular luxury buyers. This percentage is almost as big as the group of luxury consumers that make 150 thousand dollars or more.

This means that buying a luxury item will often be a meaningful experience because it holds significance and may even be a turning point of some kind which could then make buying a luxury experience - metamorphic.



METAMORPHIC



A metamorphic experience is transformational. It is an experience that changes someone, making them acquire a different outlook on life. One example from my own life is the first time I traveled first class. My father and I were going to travel and I thought it was going to be a normal trip until he gave me my ticket to board the plane. I looked and it said seat 3a. He told me that he was giving me that ticket so that I could feel what it was like to travel first class and so that I would learn what hard work can do. That day my outlook changed. I wanted to work as hard as I could so that I would be able to afford luxury experiences.

WHEN DOES THE LUXURY SHOPPING EXPERIENCE START?



"Yes!, let's do this"

Okay!

The luxury shopping experience often begins way before someone makes a purchase of a product, especially if it is an item that they consider expensive. This process encompasses a series of touchpoints and interactions that contribute to shaping a customer's perception of a brand and whether or not they are willing to spend their money there. As



JOURNEY MAP

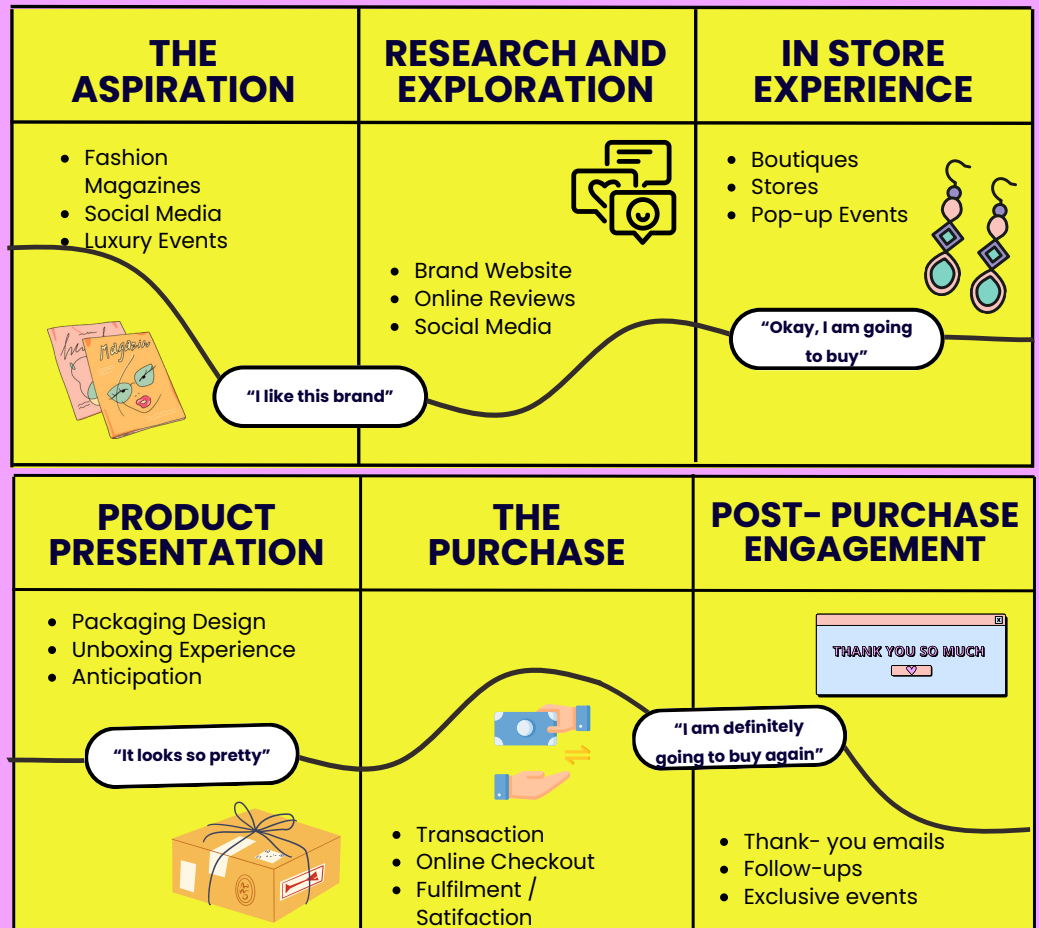


The book - "The Design of Everyday Things" focuses on the question - What makes something difficult to do? In order to answer such a complex question the experience first needs to start. to be more specific: "To get something done you have to start with some notion of what is wanted". Overall someone needs to start the action with a goal of what is to be achieved. "A goal is something to be achieved". There is always a goal - even if it is vague and not stated or specific enough to control actions.

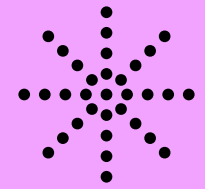
In the book, Don Norman theorizes that specific actions are what bridge the gap between the goal and what is physically possible. So there are 3 stages to achieve a goal. First, someone must have an intention, then an action sequence, and finally, the execution. From this, he developed seven stages of action. 1. Forming the goal. 2. Forming the intention, 3. Specifying an action, 4. Executing the action, 5. Perceiving the state of the world, 6. Interpreting the state of the world and 7. Evaluating the outcome. He states that these 7 stages are an approximate model and the stages aren't completely distinct entities. Everyday tasks and goals tend to be opportunistic rather than planned, whereas some experiences are very well planned and fall into the mindful, meaningful, and metamorphic categories and therefore might go through all 7 stages individually.

Translating these theories into the experience of luxury shopping, the goal or intention is to buy a luxury item or experience. For this example, I will focus on the experience of buying a luxury item and therefore that is the goal. Creating the aspiration of what to buy or just of buying an item. Forming a goal in this case would normally come from looking at fashion magazines, browsing social media, or even attending events. The next step is to form the intention to buy - researching the brand, going on their website, looking at reviews on social media, etc. Then the 3rd step is specifying the action. Making up your mind about what to buy, when, and where.

Executing the action is next, for this goal, it might mean going to the store online or in person through a boutique, store, or a pop-up event. Perceiving the state of the world falls into looking around the store - is it what you expected? Are the sales associates helpful? How are the products presented? and many other factors. Interpreting the state of the world is coming to conclusions about the next steps that are going to be taken. Finally, the last step is evaluating the outcome of the experience. Was it what you expected? Was the goal achieved? and How hard was it to achieve? If the goal is achieved and you do purchase your luxury item, some stores will send thank-you emails, and follow-up emails and can even invite you to exclusive events. All of these "post-experience" factors can change how you remember the experience and may change your evaluation of the outcome.



EXPECTATIONS



AFFECTING FACTORS

According to The Umami Strategy by Aga Szóstek (2021), the nature of expectations is inherently flawed. Thinking of the next holiday you are going to take - all of the wonderful expectations of relaxing, excitement, and anticipation of what might happen. A study that was run by Terence R. Mitchell at the University of Washington showed that people would much rather have a "rosy view about upcoming events" (Szóstek, p.23). The expectations tend to be much more positive compared to when someone is experiencing the real thing.

This can be applied to the experience of luxury shopping. Specifically some of the things some shoppers may be expecting that can turn their experience into a positive or a negative one.

POSITIVE VS. NEGATIVE

| | |
|--------------------------|------------------------|
| Exceptional Quality | Over-commercialization |
| Exclusivity | Decline in Quality |
| Personalized Service | No Exclusivity |
| Luxurious Environment | Bad Customer Service |
| Amazing Customer Service | Cheap Packaging |
| After-Sale Support | Expensive |
| Convenience | Inauthentic |

BoF Insights

77%

luxury shoppers expect to visit more in-person stores in the next year

70%

of luxury shoppers prefer going to the store to shop

31%

Luxury shoppers visit a physical store monthly

68%

Prefer in-store customer service

37%

of Luxury shoppers report feeling happiness when they shop in store.

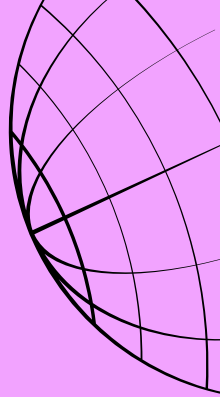
59%

Prefer to learn more about the brand and it's initiatives while shopping in store.

Despite the growth of digital engagement, The Business of Fashion (BoF) found that luxury shoppers prefer in-store shopping due to its environment and exclusivity. It is clear from these results (over 1,500 American consistent luxury shoppers) that companies still need to invest in their in-store experience. Mainly, focusing on connecting with the customer, implementing technology, creating an inclusive environment, and taking a focus on corporate responsibility. With all of these in mind, it can enhance customer loyalty to the brands and appeal to a wider demographic through curated experiences.

Ecosystem mapping

WHO PARTICIPATES IN LUXURY SHOPPING



As seen from the BoF insights there are many types of luxury shoppers - even shoppers who don't have much income to spend. In a study done by the Nielsen Norman Group, Kate Moran (2022) found that there are 4 main categories of luxury shoppers: window shoppers, occasional splurgers, personal stylists, and big spenders. During this qualitative study, some customers had recently started buying luxury items, luxury fanatics, personal stylists, and a luxury consultant. Throughout the study, she observed participants shop for all kinds of luxury items. (Ex. heels, handbags, watches, jewelry, cars, hotel rooms, etc.). She observed that an individual may be a different type of shopper depending on the product or brand that they are shopping for and individuals can move throughout the categories in their life.

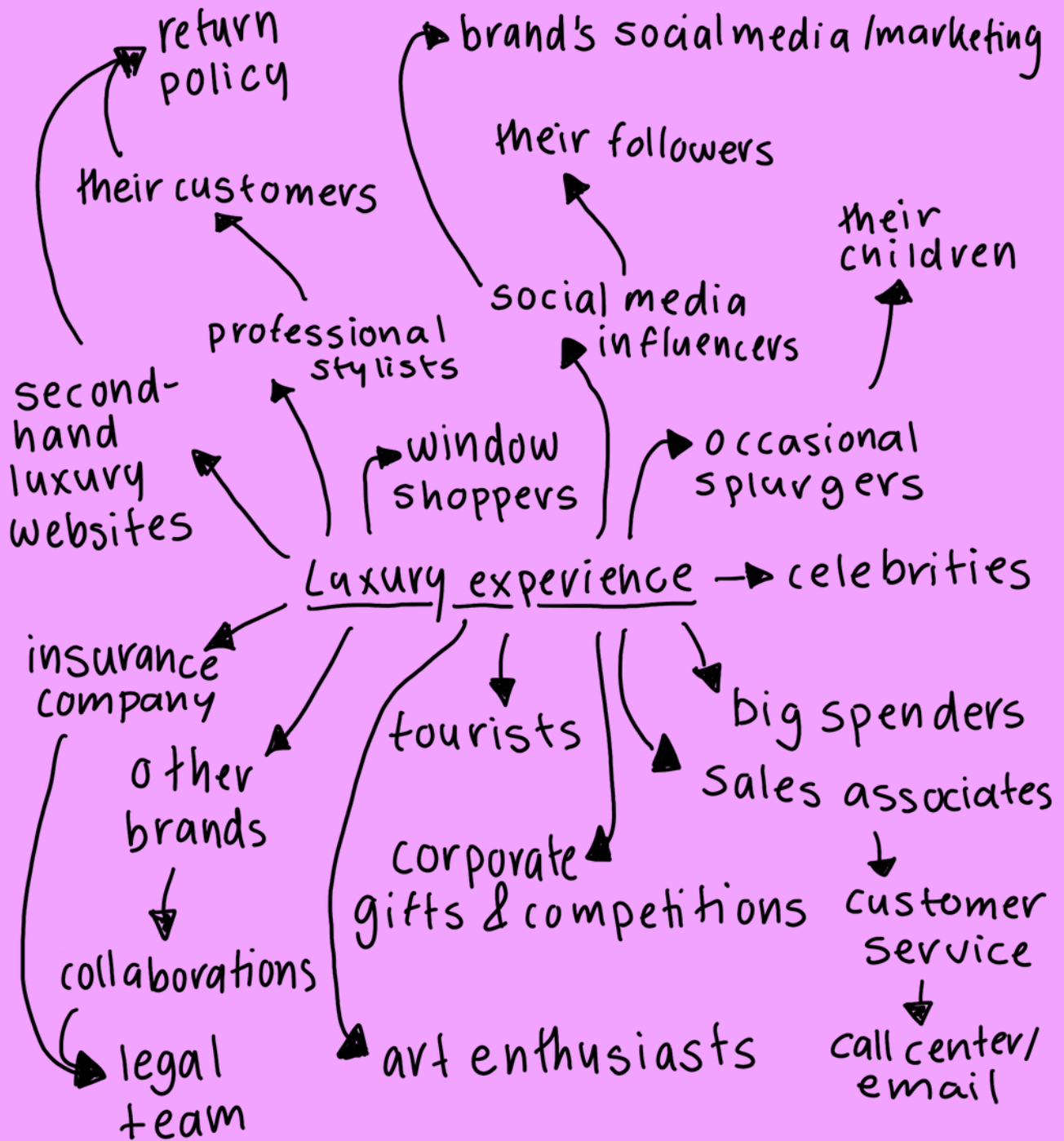
Professional stylists also known as personal shoppers buy luxury items on behalf of their clients - meaning it is a purely transactional experience for them which may fall into the mundane category but more often than not will fall under mindful. These shoppers are familiar with many different brands and want to decide on the items and purchase them quickly. Professional stylists will often use individual brand sites but they would also use luxury shopping platforms such as Farfetch and Net-a-porter due to the refund policy, it was shown that they would buy many luxury goods and then return whatever their client didn't want.

A window shopper is someone who aspires to buy luxury products - many of these shoppers are younger consumers. Several of the participants of this study were window shoppers before being able to afford the brand's prices.

Occasional splurgers are shoppers who will only buy a luxury item now and then. To these shoppers, a luxury purchase is normally long-lasting and durable like a bag or a piece of jewelry. The occasional splurger will tend to buy luxury items as an investment - something to pass down into generations, or to celebrate a special occasion. These are the shoppers who feel the most happiness when visiting a store in person. Kate Moran found that many of the participants who fell into this category felt the in-person experience was as important as the item itself.

The habitual and frequent luxury shoppers are categorized as the big spenders. This type of shopper will buy many luxury goods and tend to have loyalty to certain brands - some will build collections of items from different brands. Big spenders tend to view shopping for luxury goods as a hobby or source of entertainment. Luxury shoppers tend to work in a different way than regular consumers. Most consumers wouldn't read about the history of a company to buy a 20-dollar shirt, luxury customers want to know more about the company before they spend 1000 dollars on a shirt. Big spenders will have connections with the brands in multiple ways - most of them will have dedicated sales representatives with the brands that they are loyal to - this relationship will get them certain perks like free products, invitations to exclusive events, etc.

ECOSYSTEM MAPPING FOR LUXURY SHOPPING



demographics: age, religion, nationality
 socio-economic status, gender,
 average income, degree

IS LUXURY SHOPPING STILL LUXURIOUS?



Wildunfiltered, a dedicated luxury shopper and YouTuber, offers valuable insights into the evolving landscape of the luxury shopping experience. In her video, titled "Is Luxury Shopping Still Luxurious," she delves into her experiences as a customer, exploring whether shopping at establishments like Hermès and Chanel maintains the essence of true luxury. I have crafted a persona that encapsulates her perspective on luxury and her expectations. This persona is based on Wildunfiltered's video and draws from the broader online community, incorporating diverse opinions and accounts from individuals who have shared their thoughts on luxury retail. As mentioned in *The Umami Strategy* - "the sweet spot for experience design lies in creating moments of life worth living and worth remembering". (Szóstek, 2021, p.22).

ISABELLA ANDRADE



Demographics

- Age: 45
- Occupation: Marketing / Branding Professional and YouTuber
- Location: New York, New York, USA.

Background

Isabella is a 45-year-old successful professional who works in the marketing and fashion industry. She values quality, craftsmanship, good customer service and design.

Shopping Preferences

Isabella has a strong preference for luxury brands and views shopping as more than just a transaction. She appreciates the heritage and history of the brand and how products came to be. She seeks out products that specifically reflect her sophisticated taste. While she enjoys online shopping, she much prefers in-person stores due to the convenience.

Expectation for Experience

- Beautiful environment - that is clean and visually pleasing;
- Welcoming and helpful sales associates;
- Offered a glass of water or champagne;
- You can touch and try on the items - while there is no pressure for you to buy the item;
- Sales associates - help pick out items with guidance;
- Able to buy the item.

Buying Motivations

- Quality of items, craftsmanship, and design
- Exclusivity and Option for Personalization
- Brand Values - sustainable and ethical practices.
- Convenience in asking for guidance

Frustrations and Pain Points

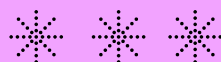
Isabella has shopped in luxury shops for a long time now and like any customer she has a couple of frustrations while shopping at different stores.

Use of Technology

- Pretty comfortable with technology
- Thinks there should be an effective use of technology but should not replace human connection and interaction.
- Researches the brand quite a bit before buying.

Skills

Strong Communication



Aesthetic Sense

Network

1. Inconsistent customer service
 2. Lack of Inclusivity
 3. Not being able to buy the item due to a lack of help from sales associates.
 4. Not being able to touch or try on the items
 5. Having lines outside of the stores
 6. You can't just browse around and pick things from the shelf you have to wait for a sales associate - which normally takes some time for one to become available.
 7. Intimidating environment
 8. Sales associates that push you to buy products
 9. Won't be able to walk into the store if you don't tell the sales associate what you are looking for.
 10. Being rushed out of the store
-



WHAT'S THE SCIENCE BEHIND MEMORY?

Complex physiological and cognitive processes are involved in the science of memory. Information is first encoded, turning sensory data into neuronal codes. Consolidation of this processed information occurs in long-term memory (LTM), where it makes neuronal connections stronger, after passing through sensory memory and short-term memory (STM). There are cues and associations that are essential for the retrieval of memories—the process of bringing information that has been stored into conscious consciousness. The intricate interactions between neurons and synapses provide the neurological underpinning of memory, with the amygdala and hippocampus being two important brain regions for this entire process

The three processes of encoding, storing, and retrieving are characteristics of memory. The brain's capacity for reorganization, or neuroplasticity, induces both anatomical and functional changes that support memory. Research has shown that exposure to misleading information, be it through traditional media or digital sources, can influence and reshape an individual's recollections. This is known as memory distortion or the misinformation effect. Psychologically, when individuals are exposed to false or misleading details about an event, their memories can be altered, leading them to incorporate the misinformation into their recollections. This shows the susceptibility of human memory to external influences which can completely change someone's perspective on a past memory or experience.



PERSPECTIVES

What is a good or a bad perspective on something?

What makes it change?

The Good

A positive perspective on luxury consumption sees it as a means of self-expression, personal fulfillment, or as appreciation of craftsmanship and artistry of a good or a service. From a sociological standpoint, theories like Cultural Branding highlight the positive role luxury brands play in shaping cultural meanings and identities, adding an enriching layer to the consumer experience. Embracing luxury from this perspective allows consumers to derive satisfaction from their purchases, viewing them as a reflection of personal taste, success, and cultural alignment.

The Bad

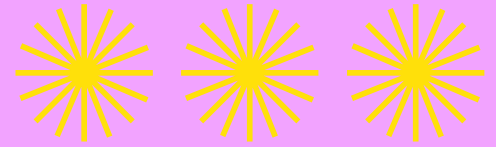
A negative perspective on luxury consumption may view it as wasteful, fueled by status anxiety, and contributing to social inequalities. Critics argue that conspicuous consumption, can create a cycle of competitive spending and status-seeking behavior. This perspective highlights the potential downsides of luxury consumption, such as overemphasis on materialism, environmental concerns associated with high-end production, and the perpetuation of social hierarchies.

The Changed

Perspectives evolve through a blend of cognitive, social, and environmental factors. Thomas Kuhn's paradigm shift theory suggests that transformative experiences or exposure to new information can lead to revolutionary changes in perspectives. For instance, someone's view on the luxury shopping experience might shift after a firsthand encounter or a negative experience affecting their opinions. Cognitive biases, like confirmation bias, also contribute to perspective changes. Researchers describe confirmation bias as the inclination to seek, interpret, and remember information that aligns with existing beliefs while disregarding contradictory information. In the context of luxury shopping, consumers may encounter confirmation bias, using online resources to selectively consume content that reinforces their preconceived notions and expectations. Especially with the everloving of algorithms that are designed to personalize content, can inadvertently push confirmation bias even further.



PERCEPTIONS IN THE MEDIA



Like every other topic in the world, there are always two sides to the discussion. The perception of luxury in the media is varied. Some people love it, while others hate it, some change their minds and put their thoughts out onto social media. Articles like the one written by Elizabeth Ayoola (2023), speak on the monetary value of buying luxury items. She explains that many luxury items are collectible and considered timeless, meaning that it appreciates in value and therefore can be considered investment piece. This type of media focuses more on the economic factors of buying luxury and less on the experience, although the number does prove how luxury will continue to grow strong. Specifically in the United States, the interest has risen almost 11 times since March of 2022, even though people are cutting back on spending the luxury industry is still growing strong with over a 7% growth in the last quarter of 2022 - despite the increase in prices.

Websites like Reddit or Quora that don't hold as much credible information, have a special perspective where people can express their opinions freely. On Reddit, a thread was posted asking: "Honestly are luxury brands really worth the money". Some believe that "designer labels are a massive con" (user: Magurdac). Some agree with this statement saying that luxury brands are specifically designed to make you feel like you need them to be valued.



THEORIES

This idea that luxury consumption has been connected with a person's value has been discussed and tested in many fields. Philosopher Alain de Botton researched a theory called status anxiety. He theorized that individuals experience anxiety related to their social status and therefore try to display a certain image or create a persona of who they want to be. Purchasing luxury items can be driven by the desire to be seen as part of a higher social class and to alleviate that anxiety. Micheal J. Silverstein also explores the concept of buying as a social status, his theory is explored in his book called "Trading Up: The New American Luxury", the basic idea is that there is a "luxury fever" where consumers are buying way beyond the necessities to seek more exclusive products to have a more emotionally satisfying consumption of goods.

When looking through Quora under the thread "Should luxury items be purchased online or in the store?" it is clear that most consumers tend to prefer the online shopping experience only after they have become big spenders, as it is easier to know what they want specifically. Others further prove the point by saying going to the store is an experience and is often part of a celebration of some kind. My theory on this is that people like their celebrations being acknowledged, they want it to be known so they go to the store to show this as a further sense of accomplishment. Walking into the store, and walking out with a bag can be exciting and a way for people to show how much money they have in a socially accepted way. I remember a time I walked into a store intending to buy some luxury shoes for my dad. The sales associate clearly thought that I was a window shopper and wasn't going to buy anything so there was barely any help until eventually another sales associate came to help me. The satisfaction of buying the item and proving the sales associate wrong and that I fit into the social status that he didn't think I was under was very satisfying and made me reflect later on as to why I cared about what idea a stranger had of me.

EMOTIONS

Even before social media existed the works of Veblen from 1902 show the social attachment and how people need to make a comparison between themselves and others. Luxury, as the primary understanding of it: high prices, ultimate quality, and creative design, has started to change into a more abstract understanding of the experiences around luxury and the emotions some attach to buying and shopping for luxury. This individualization of luxury shows that one day luxury can be isolating and another day coming together becomes the luxury. These moments of luxury be it through buying an item or having some time alone are all intricately connected with our emotions. The luxury experience is what makes life interesting and creates a sense of satisfaction when the desire is fulfilled. The study made by Sonyel Oflazoglu (2017), sponsored by Macrothink Institute, shows that the feeling of luxury comes from the possibility of "creating an alternate self and achieving it" (p.119.). If people think they can experience something all the time then it's no longer luxurious.

The luxury fashion market, now valued at USD 223 billion, is experiencing consistent and sustainable global growth. This expansion has led to intense competition, compelling luxury firms to enhance consumer value even further. A study published by ELSEVIER explores the dynamics of consumer feelings in the context of luxury retail, looking into how they affect opinions about the quality of the services and brand sentiments.



The research examined feelings before and after visiting a luxury store and found a strong correlation between feelings experienced before purchasing and feelings about the quality of the services received afterward. Interestingly, anger is shown to be a critical emotion that influences brand opinions, highlighting the necessity for luxury stores to address and control the factors triggering this anger. The study emphasizes how crucial it is to customize communication and service techniques to each unique customer's attributes, such as brand familiarity and purchasing motivations.

A way to provoke positive emotions could be through emotional branding. This technique uses emotional appeal in advertisements that customers may relate to deep emotions of love, nostalgia, empathy, and pride. Emotional branding is supposed to make the customer buy the product even if the price is extremely high. An example of a brand that does this extremely well is Chanel. The brand incorporates its signature black-and-white look and its recognizable material - tweed - everywhere. For example, in New York City their main store lights up in the shape of their perfume bottle. Even inside the store, Chanel uses sensory experiences for their chairs that are made out of tweed, coffee tables filled with all types of Chanel books, and on top of that the store sprays the classic perfume - Chanel №5.

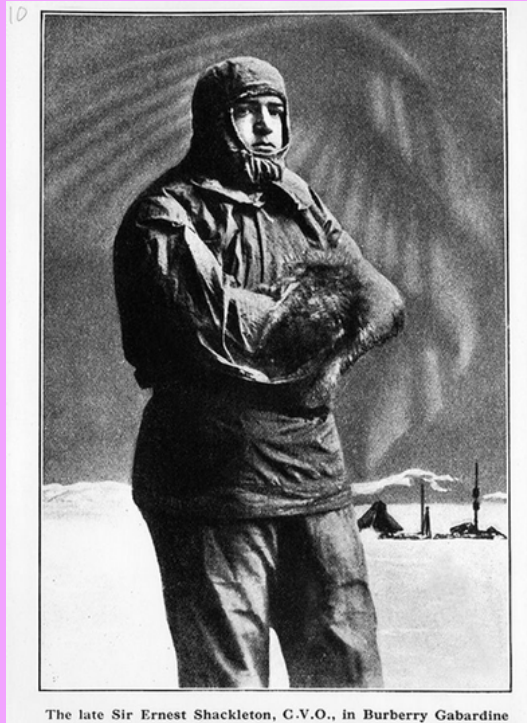
STORY TELLING

A study conducted in 2011 by Vlack and Kretz showed whether or not luxury fashion bloggers (the then equivalent to influencers) use their blogs to talk about their fashion consumption practices and self-brand associations. Based on their results they concluded that promoted fashion blogs were a new advertisement method. Stories that are well-told are remembered more easily than facts themselves. Through emotional influence, brands are able to show the customers a well-rounded image of the brand, with all of the information that the brand wants the customers to know. On Instagram and TikTok, brands have started paying influencers a lot of money to promote their brands through “story times” and “get ready with me” about their experiences interacting with the brand.

BURBERRY Reinventing a brand

Since 1865, Burberry gained recognition for its premium trench coats and distinctive plaid. Yet, over time without much innovation, the brand was overshadowed and needed a fresh direction. Under the direction of Angela Ahrendts - the then-CEO changed the way people thought about the brand by focusing on Burberry's story and iconic moments in history where their trenchcoats were used.

An example of their storytelling was when they made advertisements showing icons like the British polar explorer - Sir Earnest Shackleton, who wore the brand's trenchcoat to the Antarctic. This truly showed Burberry's authenticity and quality. Lord Kitchener who was a Secretary of State for Britain is known to carry his Burberry trenchcoat around Africa during World War I, which was also used in their advertising on social media.



The late Sir Ernest Shackleton, C.V.O., in Burberry Gabardine



THE TIELOCKEN BURBERRY

Selected by LORD KITCHENER as the most serviceable weather-resisting campaigning coat, after a critical examination of other models.

THE TIELOCKEN provides, from throat to knees, a double safeguard of the greatest value when exposed to wet or cold.

EASY ADJUSTMENT — no buttons to fasten or lose. The belt fits the coat to any thickness of undergarments and holds it smartly and well.

THE SKIRTS are so arranged that it is impossible for the legs to be exposed, thus obviating the difficulty of keeping the lower part of the body dry in stormy weather.

N.B.—Officers wishing their Tielocken Coats to be **ABSOLUTELY WATERPROOF**, regardless of hygiene, may have them interlined impervious material without extra cost.

Everything the Officer Needs Ready for Use or to measure in 2 to 4 days.

BURBERRYS
Haymarket London
Bd. Maleherbes PARIS

Illustrated Military Catalogue Post Free

FINAL THOUGHTS

✦ Crafting an exceptional luxury shopping experience begins well before stepping into the store. Using premium materials and creating a compelling brand identity sets luxury brands apart from ordinary shopping experiences. Some companies are pioneering innovative approaches and deploying strategic brand techniques. These techniques will not only attract new customers but also foster loyalty among those who have previously bought from and interacted with the brand.



✦ Factors that brands might want to take into consideration: The **integration of technology** by leveraging their digital platforms for online sales, creating virtual experiences such as being able to visit a “virtual store and be able to interact with virtual sales associates since a big complaint from social media is that luxury stores often seem intimidating - so having a programmed virtual experience where customers can explore from the comfort of their own home might help to bridge the gap and get more customers.

Offering personalization. Luxury customers are paying a high price so it is expected that the product be of high quality and not mass produced. A brand that offers great customization is Moncler.

Increasing sustainable and ethical practices. Every year customers are placing more and more importance on business practices. Luxury brands that are incorporating eco-friendly materials and evidence of their ethical sourcing have experienced more attention due to their transparency.

The concept of scarcity is what maintains luxury. In order to be effective in the luxury sector brands should **release limited editions, and exclusive collaborations and create invite-only events for big-spending customers.**

Innovation in this sector is extremely important to remain relevant. Creating **collaborations with other brands, artists, and designers** creates never-before-seen pieces that add an element of artistic expression and cultural resonance to the brand.

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