

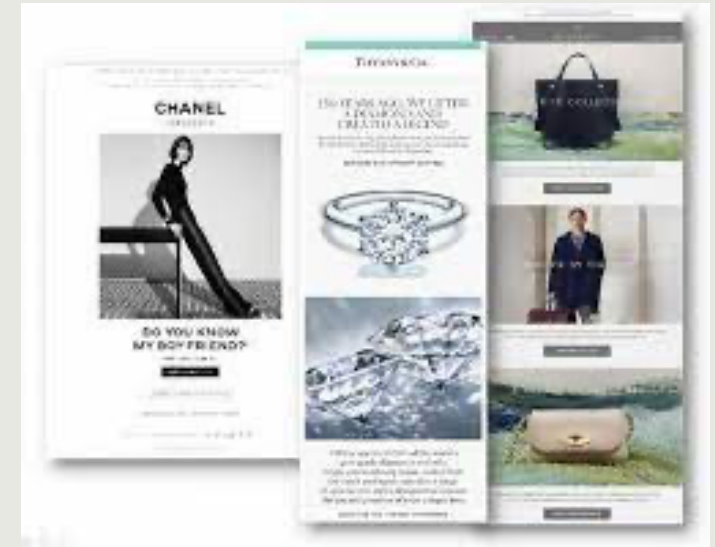
A complex network diagram with various sized nodes in dark green, blue, and grey, connected by thin lines. The background has a light green to white gradient.

WHAT IS A LUXURY BRAND?

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WHAT IS A LUXURY BRAND?

A luxury brand is a brand that provides exclusive, high quality, and expensive products that provides their customer with a unique and symbolic shopping experience that caters to the customer's wants.



CHARACTERISTICS OF A LUXURY BRAND

The characteristics of a luxury brand is:

- Exclusivity
- High Quality
- Strong Brand Identity
- Top Notch Customer Service

SOCIAL ELEMENTS FOR LUXURY BRANDS

Social elements within a luxury brand is very critical for luxury brands because in order to promote their brand, they have to network and get some exposure for their brand so that the right target audience is being appealed to. For example, a luxury brand needs to create styles that can represent their target audience, but they will need to understand their customer's lifestyle, demographics, and norms while also focusing on the society's cultures and population changes.

CARTIER

Major characteristics of Cartier is:

- Creativity
- Freedom
- Open-Mindedness
- Excellence

Cartier's distinguishing factor is using the finest materials and prestige craftsmanship for its products.



HERMÉS

Major characteristics of Hermés is:

- Authenticity
- Freedom
- Craftsmanship
- Quality

Hermés's most distinguishing factor is that it doesn't use an overt logo on their products so that the main focus is the product instead of the logo.

CHANEL

Major Characteristics of Chanel is:

- Simplicity
- Elegance
- Comfort
- Legacy

Chanel's distinguishing factor is using quality materials that have a long product lifespan for their customers to always have it for years to come.