

LUXURY BRANDS



LUXURY BRANDS

1. UNIQUE

2. EXPERIENCE

3. TRENDS

10 MOST VALUABLE 2015

1. Louis Vuitton
2. Hermes
3. Gucci
4. Channel
5. Rolex
6. Cartier
7. Prada
8. Burberry
9. Michael Kors
10. Tiffany & Co.

BRANDS ARE
UNIQUE X 3

ENTITY

OFFERING

AUDIENCE

LUXURY BRANDS ARE

UNIQUELY

UNIQUE

LUXURY BRANDS

LIVE BY

DIFFERENT

RULES

MASS BRANDS

POSITIONING: YOUR BRAND BEST CHOICE

ACTIVELY LISTEN TO CUSTOMERS.

ARE ACCESSIBLE.

USE ADVERTISING TO DRIVES SALES.

MANAGE TOUCHPOINTS & CONSISTENCY.

LUXURY BRANDS

DON'T POSITION: LUXURY INCOMPARABLE.

DON'T PANDER TO CUSTOMER WISHES.

MAKE IT DIFFICULT FOR CUSTOMERS TO BUY.

ROLE OF ADVERTISING IS NOT TO SELL.

DELIVER REMARKABLE EXPERIENCES.

POSITIONING: LIKE NOTHING ELSE

**LAY RUBBER
WHERE YOUR
CARBON
FOOTPRINT
USED TO BE.**



THE WORLD'S FIRST ALL-ELECTRIC SUPERCAR
WWW.TESLAMOTORS.COM



DON'T PANDER



FASTERPIECE.

DESIGNED FOR DRIVING PLEASURE.

HARD TO BUY



Reservations for the Farmtable Dinner are accepted exactly one year in advance, to the numerical date. Each morning the



Talula's Table. gourmet
food

ADVERTISING DOESN'T SELL



REMARKABLE EXPERIENCE

LET US EXCEED
NOT JUST YOUR
EXPECTATIONS
BUT YOUR DREAMS.

LET US
MOVE HEAVEN AND EARTH
THEN MOVE IT BACK.



THE RITZ-CARLTON®



LUXURY BRANDS

LIVE BY
DIFFERENT
RULES

INCOMPARABLE.

DON'T PANDER.

MAKE IT
DIFFICULT.

DON'T SELL.

REMARKABLE
EXPERIENCES.

TAKEAWAY #1

**ALWAYS LIVE OUTSIDE OF
YOUR BRAND. ALWAYS BE
REDISCOVERING.**

**EXPERIENCE IS
EVERYTHING!**

**ENGAGEMENT
EMOTION**

MARC JACOBS

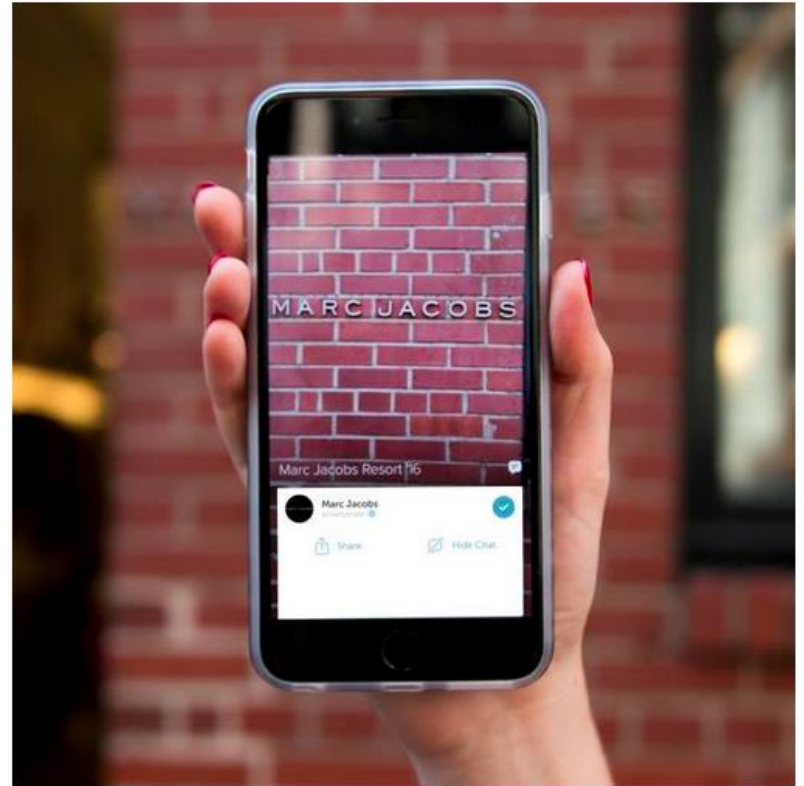


Live-Streaming
On-the-Go Video
24 Hours



Marc Jacobs @marcjacobs · 16h

Get a front row seat at the Marc Jacobs Resort '16 presentation, live tomorrow at 9am ET on @PeriscopeCo or Twitter!

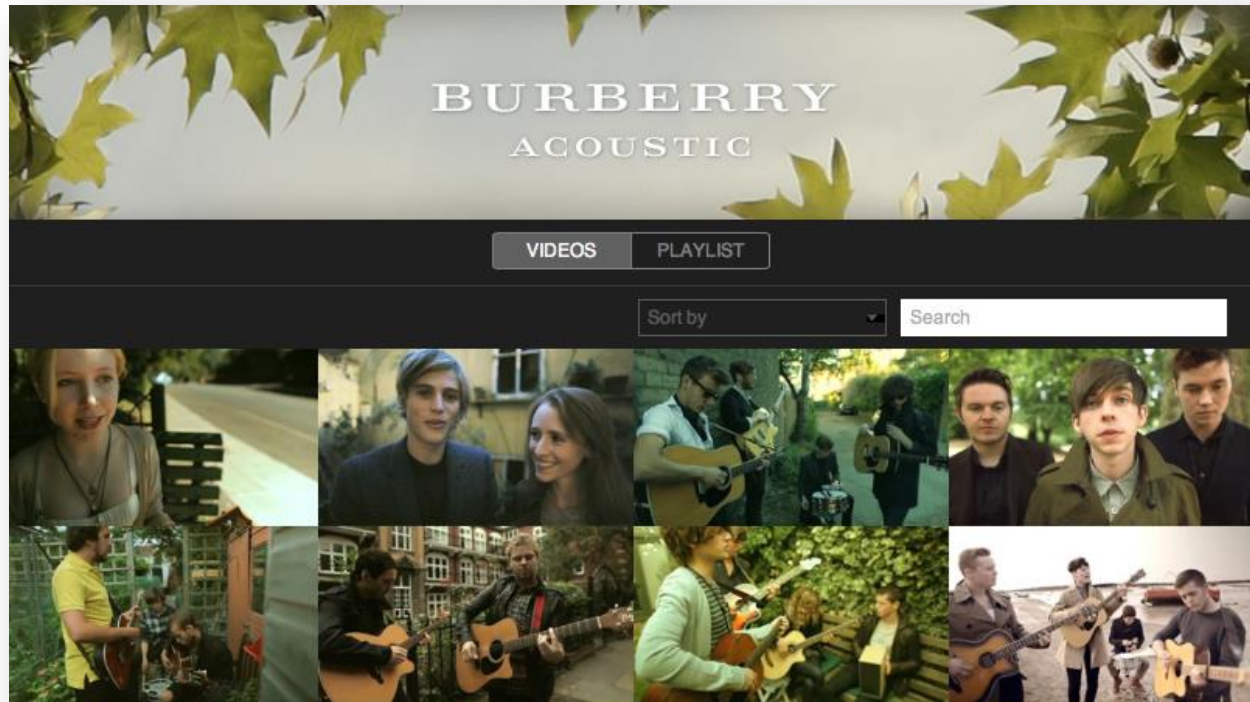


RETWEETS
45

FAVORITES
111



Pre-Summer 16 Collection
Q & A Marc Jacobs



Fashion + Music

Promote Young Musicians



JOHNNIE WALKER
HOUSE™



Bar + Museum + Store + Members' Club
Digital Art, Texture, Movement, Sound



Interactive Novel
Off-Road Experience

tumblr.

TAKEAWAY #2

THINK EXPERIENCE FIRST.

TIME-SENSITIVE ACCESS

MUSICAL

ENVIRONMENTS

STORY TELLING

FOUR TRENDS

HENRY

DIGITAL

INDIA+

SOCIAL AWARE

1

WHO IS HENRY?

HIGH-EARNERS-NOT-RICH-YET

EARN 100-250K
BTWN MC & WEALTH
FUTURE AFFLUENT



MILLENNIALS

GEN Y

ECHO-BOOM

1982-2004

Tech Smart

Connected

Eco Conscious

Work-Life



SUITSUPPLY

SUITSUPPLY

SHOP

STORIES

SERVICE

STORES

COMPANY



THE NEW COLLECTION
IS COMING

PRE-ORDER NOW

THE “JETBLUE” OF SUITS

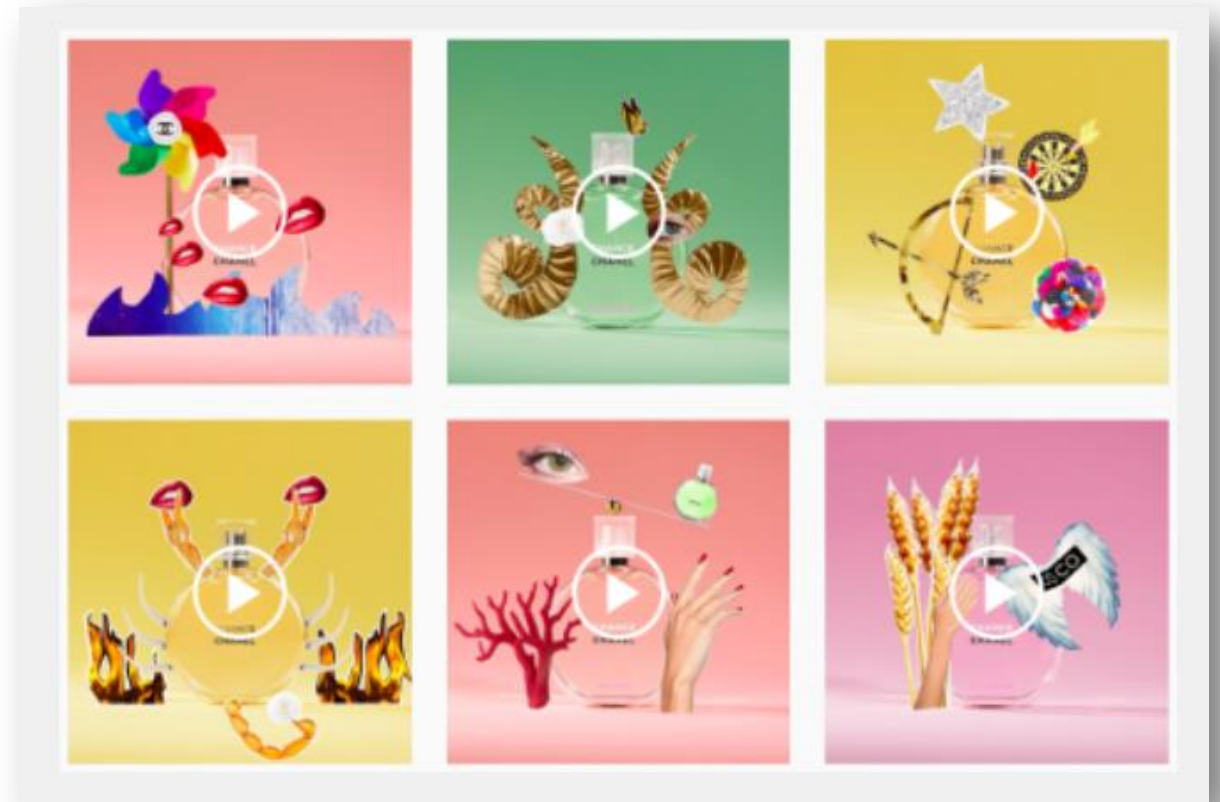
ALEX AND ANI®



ECO-CONSCIOUS JEWELRY

 **Maker's Mark®**





CONNECT FRAGRANCE
TO ASTROLOGICAL SIGNS

2

THE “DIGITAL” SPACE

LUXURY DIGITAL

NOT ABOUT ACCESSIBILITY

DISCOVERABLE & SHARABLE

EMERGING & FUTURE LOYALISTS

LUXURY + SOCIAL

80% luxury
shoppers
regular
social
users



McKinsey

LUXURY + SOCIAL

Affluent shoppers



Morin Oluwole

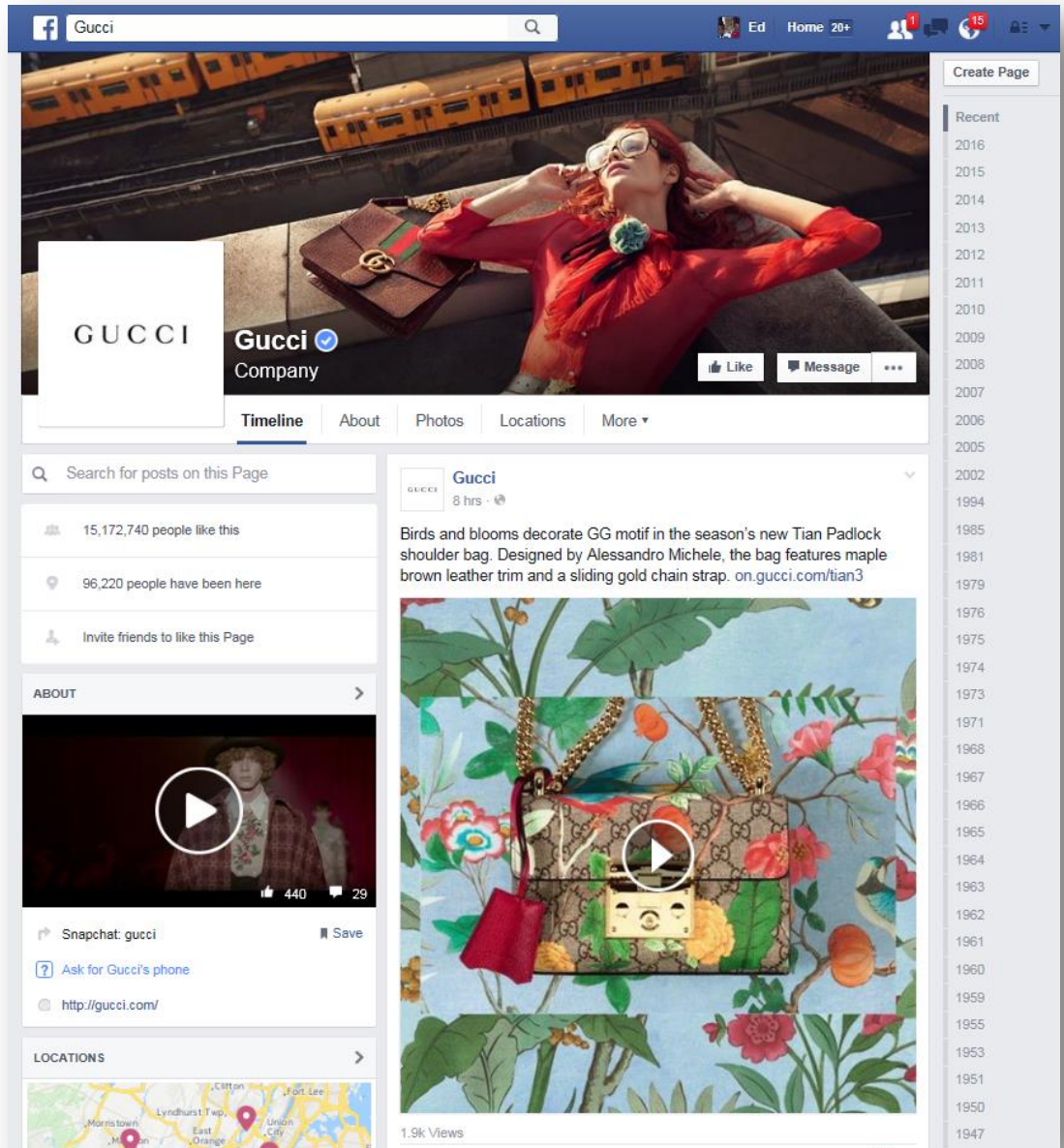
Luxury Lead - Facebook & Instagram



Ad Videos

Highlight product
anniversaries

Brand History





MICHAEL KORS

Instagram Image

Direct link, online
shopping cart





Mercedes-Benz

Top 5 Users Take Control For 5 Days



BEHIND THE SCENES

BRAND HISTORY

CRAFT

TECHNOLOGY

ATTENTION TO DETAIL



Watch: a behind-the-scenes look at the making of Chanel's haute couture dresses

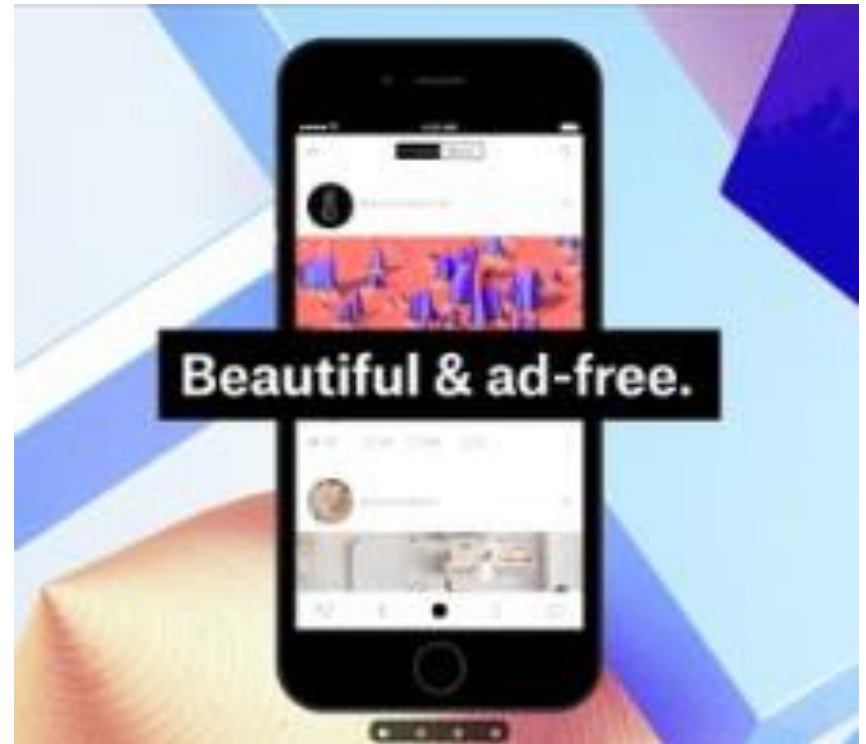


MARKET IN
THE YEAR
THAT YOU
ARE LIVING.

ELLO



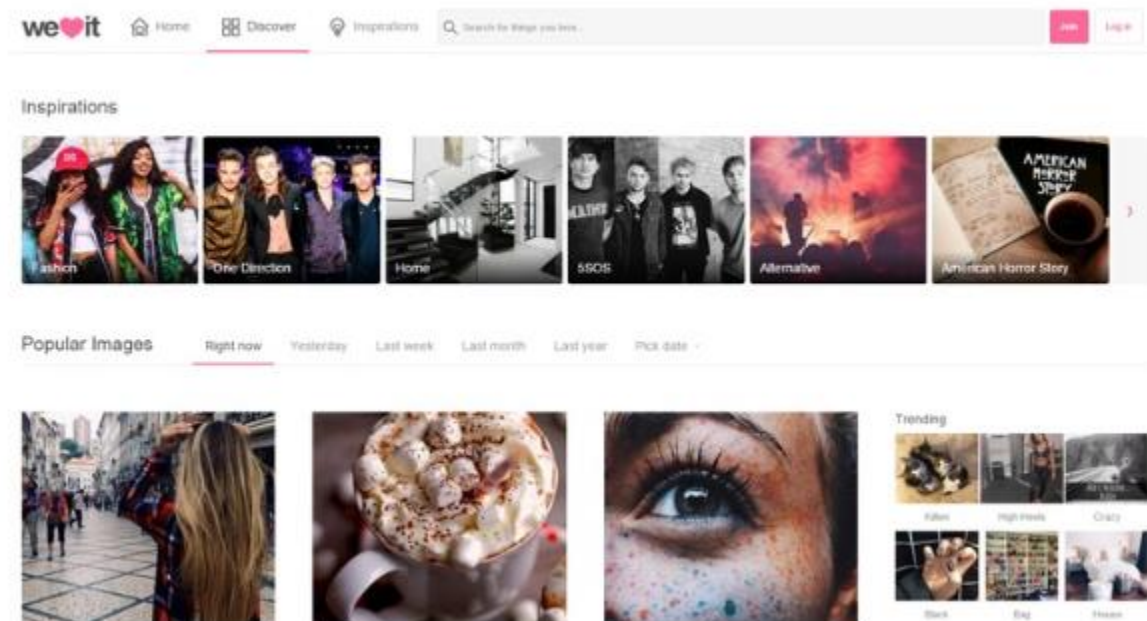
CREATIVE
INSPIRATION
VIDEO, AUDIO,
IMAGES
AD FREE



WE HEART IT



PINTEREST & INSTAGRAM CROSS-BREED



3

INDIA & EMERGING AFFLUENCE

INDIA EMERGING WEALTH

Millionaires
Rising

Luxury Spend
Growing

Trend to Continue





sari collection



TARGET INTERNATIONAL TRAVELERS



4

SOCIALLY AWARE

ISSUES.



WILL YOU PROMISE TO NEVER STOP COMPLETING MY
SENTENCES OR SINGING OFF-KEY, WHICH I'M AFRAID YOU
DO OFTEN? AND WILL YOU LET TODAY BE THE FIRST
SENTENCE OF ONE LONG STORY THAT NEVER, EVER ENDS?

WILL YOU?

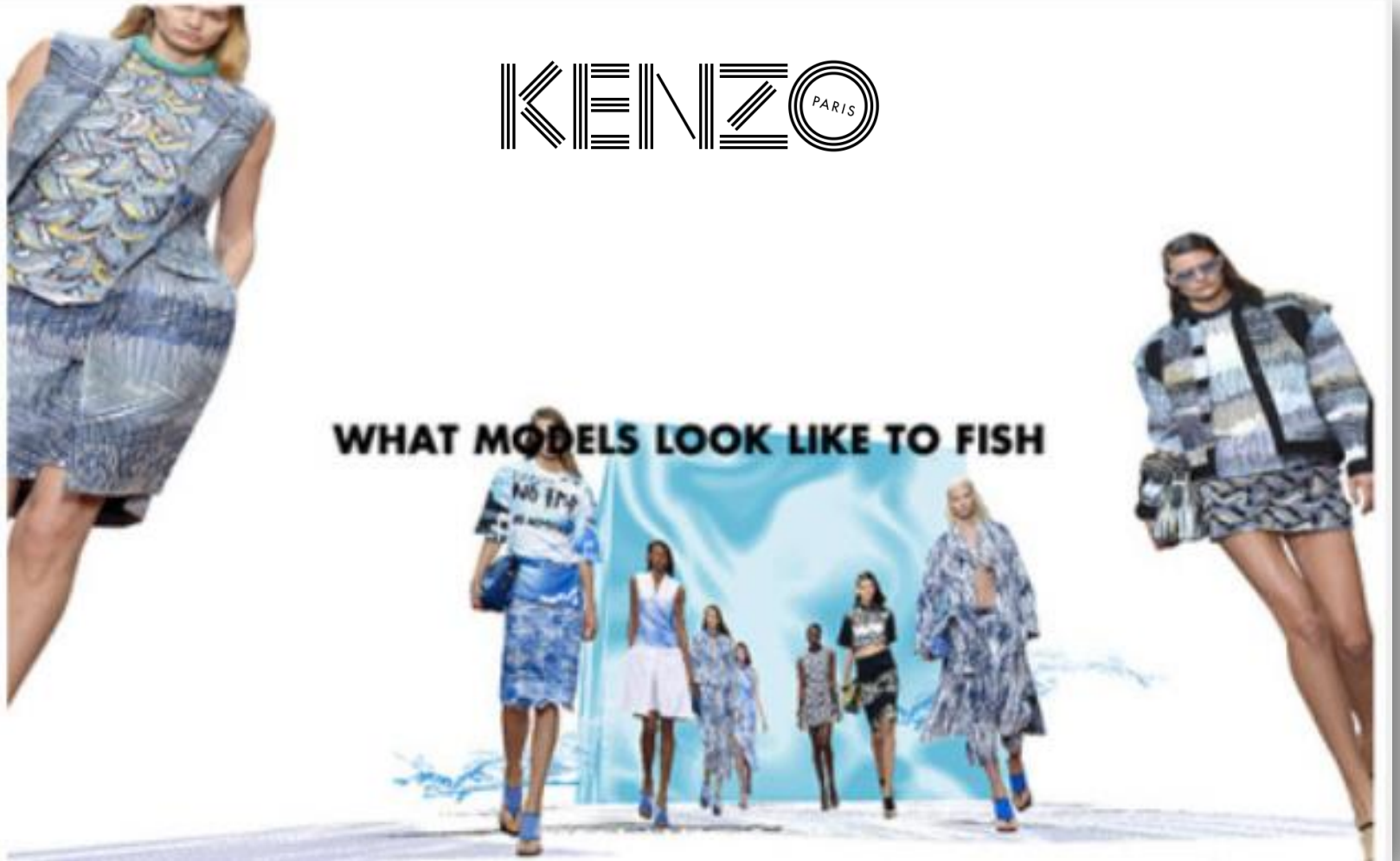


TIFFANY & CO.
NEW YORK SINCE 1837

ENVIRONMENT.



WHAT MODELS LOOK LIKE TO FISH



CAUSE.



TAKEAWAY #3

BE OPEN TO:

EMERGING AUDIENCES

NEW SOCIAL TOOLS

EMERGING AFFLUENCE

SOCIAL ISSUES

SUMMARY

LUXURY LIVES BY DIFFERENT RULES

THINK EXPERIENCE

WATCH H-E-N-R-Y

SOCIAL – FACEBOOK & INSTAGRAM

EYE ON EMERGING AFFLUENCE

BE SOCIALLY AWARE

THANK YOU

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