

# 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](http://WWW.TESLAMOTORS.COM)



# DON'T PANDER



# FASTERPIECE.

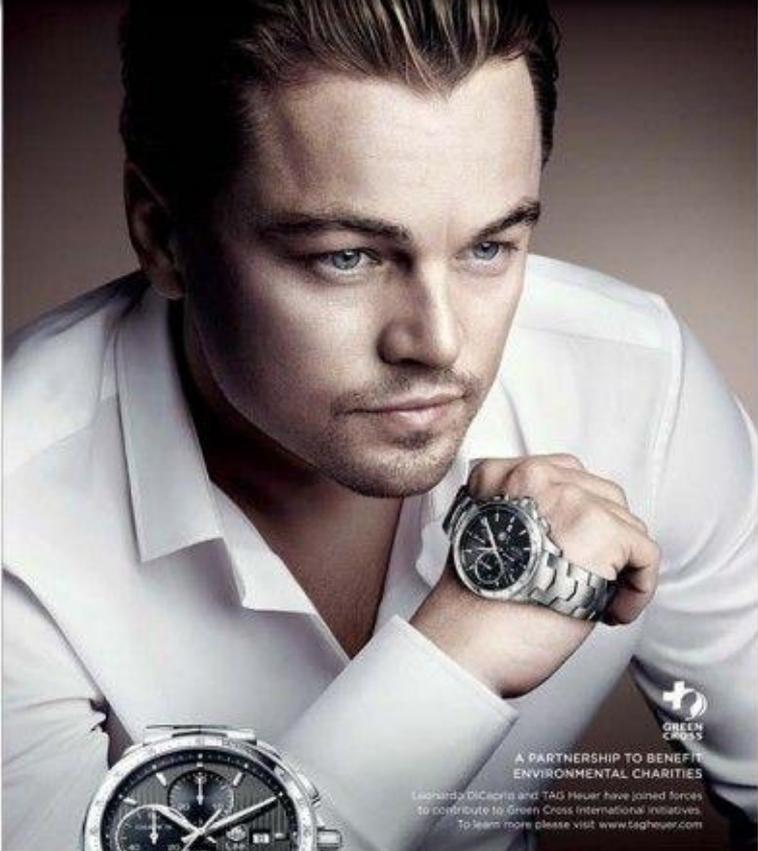
DESIGNED FOR DRIVING PLEASURE.

# HARD TO BUY



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

# ADVERTISING DOESN'T SELL



A photograph of Leonardo DiCaprio in a white shirt, looking thoughtfully at the camera. He is wearing a TAG Heuer chronograph watch on his left wrist. The watch is a Link Series model with a black dial and three sub-dials. The background is a soft, neutral tone.

**GREEN CROSS**

A PARTNERSHIP TO BENEFIT ENVIRONMENTAL CHARITIES

Leonardo DiCaprio and TAG Heuer have joined forces to contribute to Green Cross International initiatives. To learn more, please visit [www.tagheuer.com](http://www.tagheuer.com)

**HISTORY BEGINS EVERY MORNING**

**TAGHeuer**  
SWISS AVANT-GARDE SINCE 1860

Link Series

# 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

A screenshot of a tweet from Marc Jacobs (@marcjacobs) posted 16 hours ago. The tweet text reads: "Get a front row seat at the Marc Jacobs Resort '16 presentation, live tomorrow at 9am ET on @PeriscopeCo or Twitter!". Below the text is a photograph of a hand holding a smartphone. The phone's screen displays a live stream from Periscope. The stream shows a red brick wall with the text "MARC JACOBS" overlaid in white. Below the video, the Periscope interface shows the stream title "Marc Jacobs Resort '16", the user profile "Marc Jacobs @marcjacobs", and options for "Share" and "Host Chat". At the bottom of the tweet, it shows "RETWEETS 45" and "FAVORITES 111", along with a row of small profile icons of users who interacted with the tweet.

Pre-Summer 16 Collection  
Q & A Marc Jacobs



**BURBERRY**  
L O N D O N

BURBERRY  
ACOUSTIC

VIDEOS PLAYLIST

Sort by Search

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

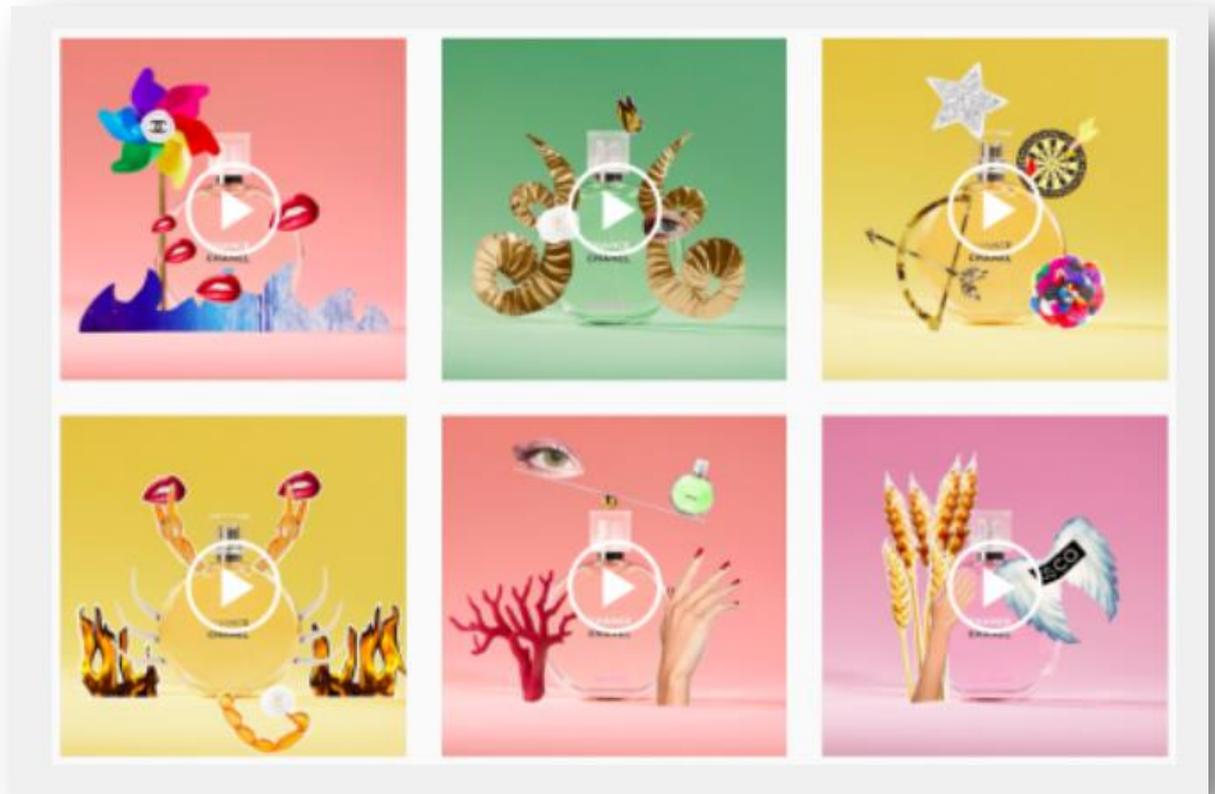
ALEX AND ANI®



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



A screenshot of the Gucci Facebook page. The top navigation bar is blue with the Facebook logo, a search bar containing "Gucci", and user avatars for "Ed", "Home 20+", and a notification bell with "15". The main header image shows a woman in a red dress and sunglasses sitting on a train platform with a Gucci bag. Below the header is the page name "Gucci Company" with "Like" and "Message" buttons. The main content area features a post from "Gucci" 8 hours ago, titled "Birds and blooms decorate GG motif in the season's new Tian Padlock shoulder bag. Designed by Alessandro Michele, the bag features maple brown leather trim and a sliding gold chain strap. on.gucci.com/tian3". The post image shows a Gucci bag with a floral and bird pattern. The left sidebar shows "Search for posts on this Page", "15,172,740 people like this", "96,220 people have been here", and "Invite friends to like this Page". Below that is an "ABOUT" section with a video player showing a woman in a hat, "Snapchat: gucci", "Ask for Gucci's phone", and "http://gucci.com/". At the bottom is a "LOCATIONS" section with a map showing various locations. The right sidebar shows a "Recent" list of years from 2016 down to 1947.





Mercedes-Benz

# Top 5 Users Take Control For 5 Days



# BEHIND THE SCENES

BRAND HISTORY

CRAFT

TECHNOLOGY

ATTENTION TO DETAIL

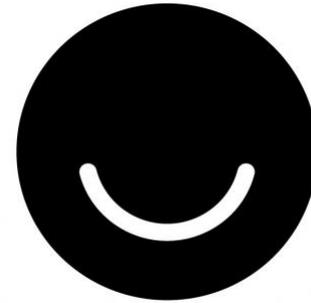


Watch: a behind-the-scenes look at the making of Chanel's haute couture dresses

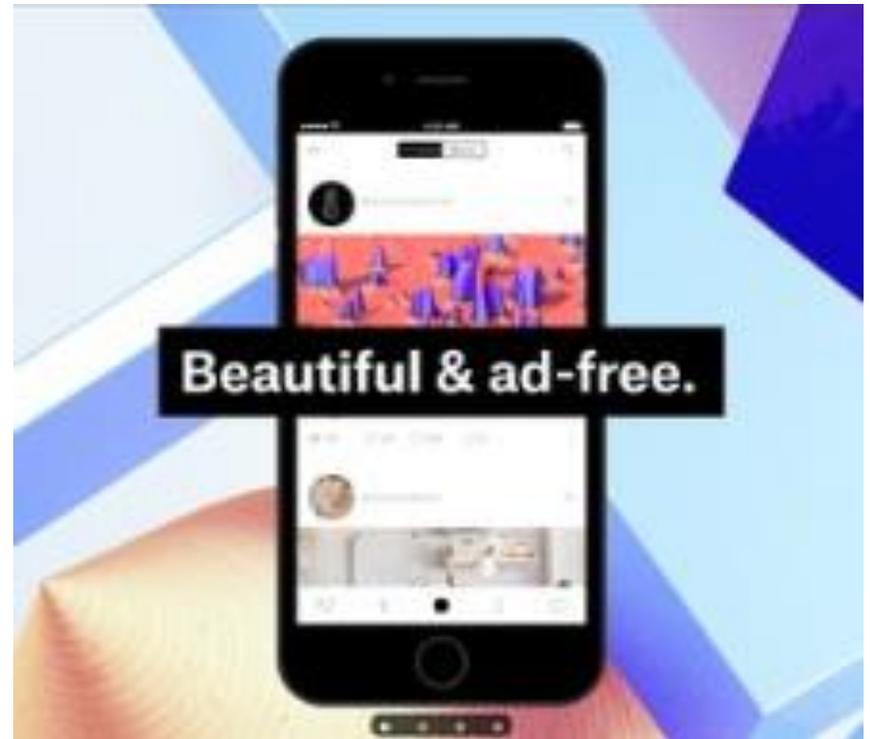


MARKET IN  
THE YEAR  
THAT YOU  
ARE LIVING.

ELLO



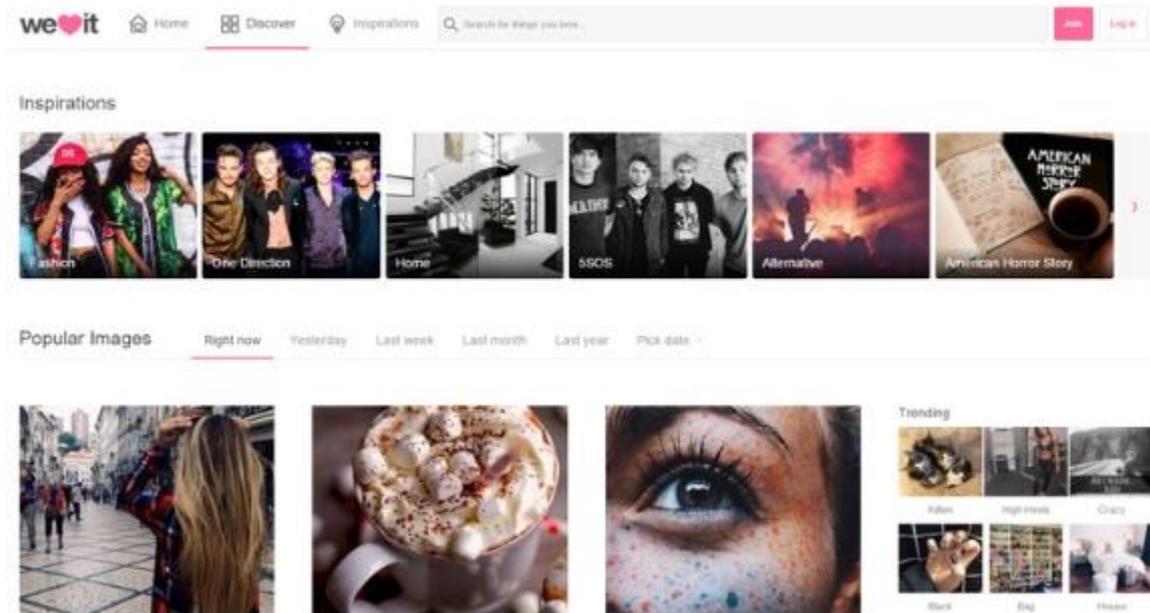
CREATIVE  
INSPIRATION  
VIDEO, AUDIO,  
IMAGES  
AD FREE



# WE HEART IT



# PINTEREST & INSTAGRAM CROSS-BREED



# 3

## INDIA & EMERGING AFFLUENCE

# INDIA EMERGING WEALTH

Millionaires  
Rising

Luxury Spend  
Growing



Trend to Continue



**HERMÈS**  
PARIS

sari collection



# TARGET INTERNATIONAL TRAVELERS



4

SOCIALLY AWARE

# ISSUES.



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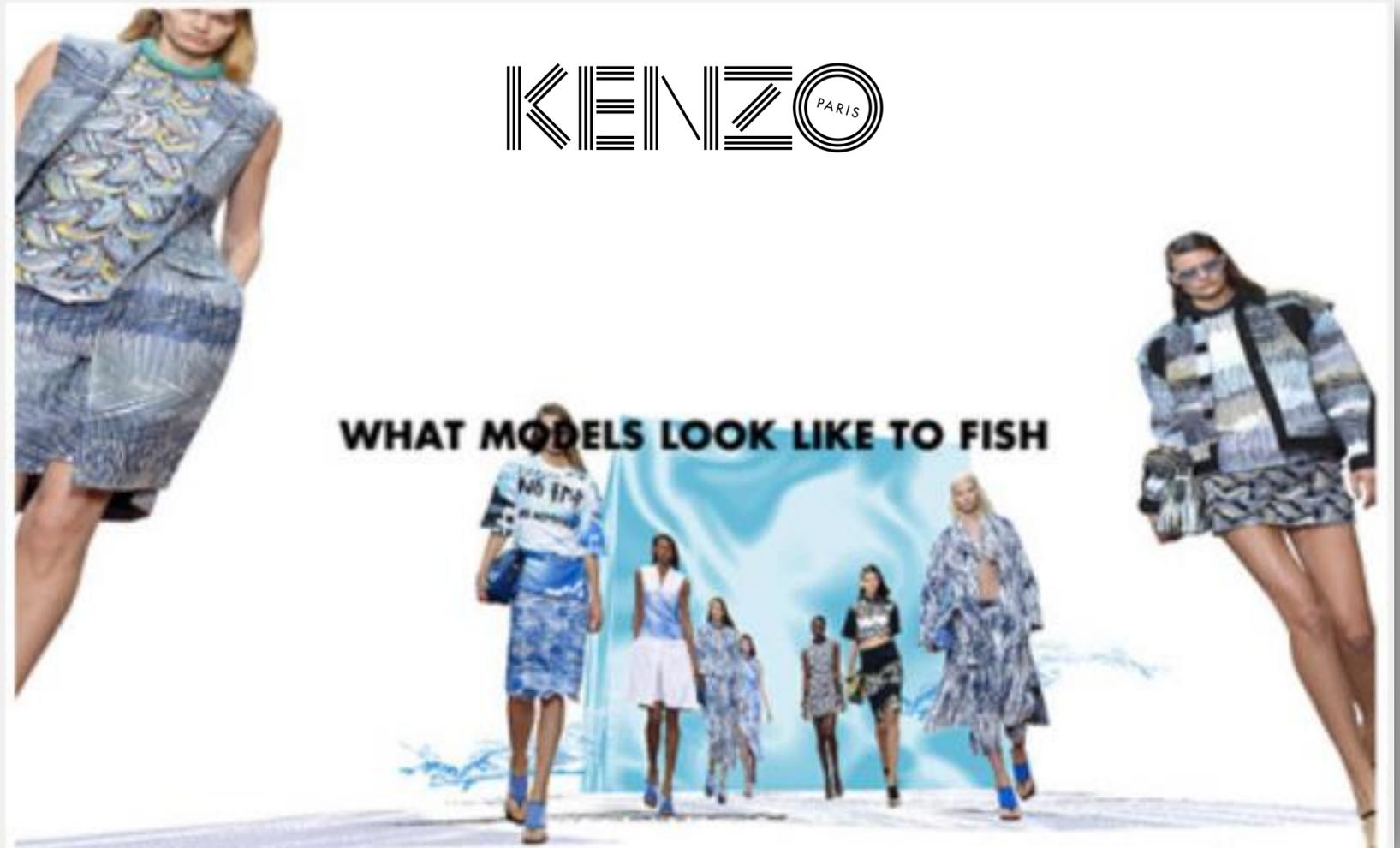
WILL YOU PROMISE TO NEVER STOP COMPLETING MY  
SENTENCES OR SINGING OFF-KEY, WHICH I'M AFRAID YOU  
DO OFTEN? AND WILL YOU LET TODAY BE THE FIRST  
SENTENCE OF ONE LONG STORY THAT NEVER, EVER ENDS?

WILL YOU?



TIFFANY & Co.  
NEW YORK SINCE 1837

# ENVIRONMENT.



# 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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