



*LUXURY BRANDING*

*CREATIVE CONSULTANCY*

*NEW YORK CITY*

*2024/2025*

## **THE NEW LUXURY BRAND PLAYBOOK**

How luxury brands can adapt and thrive within a rapidly growing global marketplace and with an evolving consumer audience

The O Group NYC / Est. 1986

# *THE NEW LUXURY BRAND PLAYBOOK*

**WHAT BRANDS AND MARKETERS SHOULD PAY ATTENTION TO AS  
THE LUXURY INDUSTRY ADAPTS TO A GLOBAL CONSUMER EVOLUTION  
AND GROWING MARKETPLACE SATURATION**

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Over the past 35 years, we have consistently guided our clients through navigating the shifts in an evolving luxury marketplace to keep them ahead of the relevancy curve.

As the global luxury market continues to grow and as the luxury consumer becomes younger each year with new outlooks to match, the past few years have created significant alterations in how this industry is defined and valued.

Inside this emerging luxury landscape, many of the previous rules and approaches to the industry have become insufficient to create effective and strategic brand marketing.

We have distilled our most significant industry insights into this document in order to help owners and marketers of luxury brands focus their efforts by aligning with changing audience expectations and new rules of global marketing engagement.



## THE TOP 4 LUXURY BRANDS PLAYS FOR 2024 AND BEYOND

1. <b>IDENTIFYING</b> YOUR BRAND'S LUXURY CATEGORY TIER & ROLE	<b>03-06</b>
2. <b>EVOLVING</b> YOUR BRAND'S UNIQUE POSITIONING AND SET OF VALUES	<b>07-10</b>
3. <b>NURTURING</b> CUSTOMER INTIMACY WITH YOUR INTENDED AUDIENCE	<b>11-14</b>
4. <b>GENERATING</b> ONGOING BRAND VALUE ACROSS ALL TOUCH POINTS	<b>15-19</b>

# 1. IDENTIFY CATEGORY TIER & ROLE

## THE EMERGING STRATIFICATION OF LUXURY BRAND TIERS AND THEIR AUDIENCES

Luxury brands across every category and their audiences have become increasingly segmented - including their unique behaviors and identifiers. For some time now, the concept of a homogenized “luxury” category has become outdated, especially when it comes to brand building, marketing and audience engagement.

Several factors have been at work to create this shift in the market’s evolution requiring new systems and approaches for developing effective brand marketing.

As the luxury market continues to become increasingly competitive and crowded, the growing audience for this market has become younger, with values and interests in luxury that are quite different from previous generations.

Many luxury brands and their businesses practices have also become more intent on commercialization and democratization: what was once a rare and exclusive category of goods and services is now more common and obtainable.

*The expansion of “available” luxury has accentuated a stratification not just between brands, products and services but also with the consumer’s relationship to brands that cater to their unique needs.*



New Luxury Category Tiers for Brands and Audiences

STANDARD	HIGH	ULTRA
<i>AUDIENCE (BY INCOME)</i>		
<b>TOP 5-10%</b>	<b>TOP 1% (HNWI)</b>	<b>TOP 0.1% (UHNWI)</b>
<i>STATUS CURRENCY</i>		
<b>PHYSICAL</b>	<b>EXPERIENTIAL</b>	<b>CULTURAL</b>
<i>BRAND EXAMPLES</i>		
<p>TIFFANY &amp; CO.</p>  <p>FOUR SEASONS HOTELS AND RESORTS</p> <p>Mercedes-Benz</p>	<p>ROLEX</p>  <p>ROSEWOOD HOTEL GROUP</p> <p>JAGUAR</p>	<p>RICHARD MILLE</p>  <p>AMAN</p> <p>BENTLEY</p>
<i>OFFEREING RANGE</i>		
		
<i>TRAVEL ANALOGY</i>		
<b>BUSINESS CLASS</b>	<b>FIRST CLASS</b>	<b>PRIVATE JET</b>
<i>DRIVERS (PRODUCT)</i>		
<b>QUALITY</b>	<b>INVESTMENT</b>	<b>DESIRE</b>
<i>DRIVERS (SERVICE)</i>		
<b>BEST-IN-CLASS</b>	<b>SPECIAL ACCESS</b>	<b>PRIVACY</b>

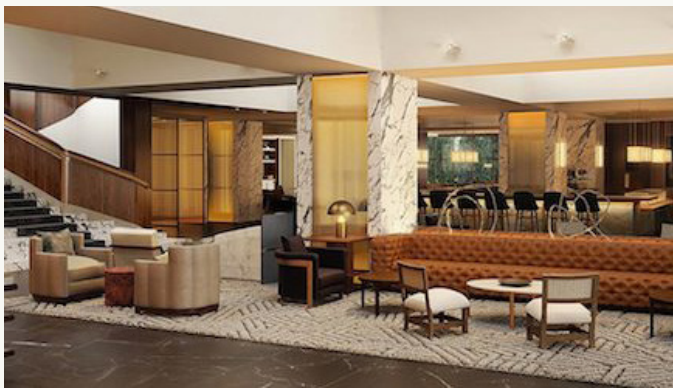
# 1. IDENTIFY CATEGORY TIER & ROLE

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To help make sense of these industry changes, we have been developing a new way to look at the luxury category to better visualize this changing market. We have identified 3 tiers of luxury brands and audiences - each with unique rules, associations with status and customer strategies. Here is a very brief description of each as we define them today.

## *STANDARD LUXURY TIER*

The first Standard Luxury tier contains the most widely known brands who have become synonymous with the general concept of luxury. For many people, these brands represent the very best that their category has to offer: a Tiffany & Co. engagement ring, a Mercedes-Benz sedan, or the Four Seasons' renowned service.



*The first tier contains the most widely known brands who have become synonymous with the general concept of luxury. Image credit: Four Seasons Hotel Houston*

Holding incomes that range between the top 5 - 10 percent of all households, the audience at this level understand the value equation for luxury goods and services and is willing to pay the price for quality and exceptional service. The airline industry has leveraged and expanded this value equation - specifically well with their Business Class products.

Brands at this tier are very flexible with how they produce goods for higher and lower categories: seeking to appeal both to a higher tier of luxury consumers and emerging aspirational customers alike. Because of their mass appeal, brands in this group retain less of their cachet for the higher tiers of luxury consumers.

## *HIGH LUXURY TIER*

The High Luxury category of brands is inspirational in nature and represent the most visible heights of luxury goods and services. More than Standard Luxury, these brands have reached the "status symbol" label among an audience comprised of the top 1 percent of high-net-worth individuals who appreciate their lasting value and global cultural relevance.



*High Luxury brands such as Cartier modulate their offerings to a higher and lower customer base to maximize their reach while still maintaining their luxury brand status. Image credit: Cartier*

Like Standard Luxury, these brands such as Cartier, Rolex, Jaguar and Louis Vuitton modulate their offerings to a higher and lower customer base to maximize their reach while still maintaining their luxury brand status.

These brands are also quickly identifiable and for some luxury consumers, that recognizability makes them less desirable. This tier is a first-class experience and creates a much clearer dividing line between themselves and lower levels of service than a Standard Luxury brand.

## **ULTRA LUXURY TIER**

At this level, we see luxury brands like Aman Resorts, Bentley, Hermès and Richard Mille that only cater to the top .1 percent who are willing to pay the price for something truly special and unique.

Ultra-high-net-worth-individuals care less about price as they do about exclusivity: the desire to experience or obtain something very rare and limited.

Unlike the other two tiers, Ultra Luxury brands never create anything for a lower level and never offer a version of their brand that is less than the very best. The Ultra Luxury audience is very connected with what has been coined as “quiet luxury” and “stealth wealth.”

The only status symbols that matter are ones their peers can recognize and appreciate. This Ultra Luxury audience is less defined by a single location or nationality as they are by their global lifestyle and cultural connections.



*Luxury brands like Bentley Motors cater to the top .1 percent who are willing to pay the price for exclusivity. Image credit: Bentley Motors*

We help our clients understand where in this tier range they wish to align their brands to create highly focused brand communications, new product offerings and targeted audience messaging. For example, Ultra Luxury seems very desirable and exclusive, but it also offers the smallest potential audience of the entire luxury category. That might not matter depending on one’s business model, but an Ultra Luxury brand positioning and strategy is intended to attract an audience who only desire a limited and unique offering and nothing less.

## 2. EVOLVE BRAND VALUES & POSITIONING

### EVOLVING BRAND VALUES AND POSITIONING FOR A RAPIDLY CHANGING MARKETPLACE

With an increasingly competitive luxury marketplace, the importance of a well-defined set of brand values and crystal-clear positioning has become progressively challenging, requiring the establishment of a unique brand blueprint for start-ups and heritage brands alike. In addition to the global expansion of luxury offerings, the evolving demographics of luxury consumers continue to shift towards a younger and more socially aware audience.

While traditional luxury standards (exceptional quality, inspiring creativity, etc.) are still important to this new customer base, they also require the brands to support their generational values. This new community of luxury consumers (Gen Z and Millennials) are now rising to establish a new definition for the industry, as they become the majority of global consumers, marketers and creators.

#### *THE REAL-TIME TRANSFORMATION OF THE LUXURY SECTOR*

- **The luxury market will likely double in size by 2030 (estimated €530-570 billion) \***
- **Gen Z & Millennials consumers accounted for 44% of the global luxury market in 2019, which is expected to grow and account for as much as 70% by 2025. \***
- **Gen Z & Millennials consumers accounted for the entire growth of the luxury market in 2022. \***

\* Bain & Company, 2023





<b>HISTORIC LUXURY VALUES</b>	<b>NEW LUXURY VALUES</b>
<p>Elite Performance</p> <p>Craftsmanship</p> <p>Product Innovation</p> <p>Creative Excellence</p> <p>Heritage Legacy</p> <p>Prestige / Status</p>	<p>Responsible Sourcing</p> <p>Transparency</p> <p>Personal Transformation</p> <p>Sustainability</p> <p>Inclusion / Community</p> <p>Circular Economies</p>

The consulting firm Bain & Co released several comprehensive reports this year on the future of the luxury industry and presented a number of eye-opening statistics (left).

In addition to becoming the largest luxury demographic, Millennials and Gen Z have their own perspectives and values about what value luxury products and services have in their lives. Brands will need to adapt and refine their offerings not only to compete in a highly growing marketplace, but also think about how to build continual emotional connections with a new audience with their own set of values and expectations about luxury.

Tiffany & Co is a good example of a luxury brand that used an imperfect approach with their Nike collaboration on a limited-edition pair of Air Force Ones. The result of the collaboration was met with mixed results and caused a backlash on social media by the passionate sneaker connoisseurs who claimed, *“you can’t buy cred.”*

A “fine-tuning” is required here - a careful consideration by marketers to invest in understanding their audience’s goals and drivers.

## 2. EVOLVE BRAND VALUES & POSITIONING

### *NEW LUXURY VALUES AND THE TRANSFORMATION OF STATUS*

The luxury industry has a set of well-established values that have become the recognized standards for as long as the category has existed.

Many of these traditional luxury values (performance, craftsmanship, innovation, creative excellence, heritage and prestige) are still very relevant for most consumers and will likely remain at the core of what defines the luxury tier. Younger luxury audiences have begun to add new values to the mix such as responsibility, sustainability, transparency, transformation, community, and the support of circular economies.

These new values are by no means exclusive to luxury, but they will share the “stage” with traditional luxury values and be held to a higher standard than mass and premium brands. Luxury brands are recognized to be the best, an ideal to raise the bar and set the highest standards (both old and new) which others seek to emulate. These new standards are also quickly becoming the modern markers of status across the luxury industry, especially with new luxury consumers.

These updated luxury values are not just philosophical but real commerce drivers for the generations that stand by their values.

As TaTa Consultancy Services has reticently reported, “84% of Gen Z consumers and 73% of Millennials will spend more on sustainable produced and ethically sourced products which includes luxury”.



**“This radical transparency on origins, sourcing and production chains gives a modern consciousness to fine jewelry, shifting outdated industry standards to mirror societal change.”**

- Eternal Gold, Prada

Some brands are well ahead of the curve and have already started to create products and services with socially aware audiences in mind. With their first high jewelry collection made 100% from recycled gold, Eternal Gold, Prada is putting the value of sustainability into action. In addition to leveraging sustainability, Prada is embracing transparency by supplying verification through the Aura Consortium Blockchain’s platform available to their fine jewelry customers who can verify the authenticity of their pieces, as well as their journey.

## SHARPENING LUXURY BRAND POSITIONING FOR SUCCESS

We define a Brand's positioning as the unique space a brand can establish and maintain in the mind of the consumer. Your positioning is what is true and authentic about your brand, your intended audience, and a unique territory inside a competitive landscape. Once this is established, you can activate your brand in endless ways to help to solidify your unique position in consumer's minds.

Rapid revenue expansion and growth of the luxury industry has created "a sea of sameness," across most sectors (spirits, jewelry, fashion and hospitality most notably) where many brands fundamentally seem to do the same thing, act and behave the same way, and have similar ways in which they attempt to communicate their unique value. Brands that mimic each other crowd the marketplace and make it increasingly challenging for others to break through and build authentic connections.

One exception in the luxury fashion industry to this "sea of sameness" is Stella McCartney. Since launching her label in 2001, the brand has abandoned the use of leather, fur and PVC in her collections and has sought out ways to make the entire luxury fashion industry sustainable and transparent.

The commitment to these new luxury values gives Stella McCartney a unique and clearly identifiable position in the luxury market. Consumers who share these values are attracted to the brand for more than just its traditional luxury markers of exceptional creativity and craftsmanship.



*Luxury fashion brand Stella McCartney has developed brand practices to stand apart from others with their dedication to sustainable fashion*

As luxury branding consultants, we understand developing a well-defined and differentiating brand positioning and establishing a set of actionable brand values is not a simple task for a business at any life cycle stage. However, the effort pays off in the long run with the ability use these assets in the development of new products and services, establishing a road map for potential partnerships with like-minded brands, creating more meaningful (and profitable) relationships with customers and most importantly, being able to stand apart in a highly competitive marketplace that is increasing in size year over year.

## 3. NURTURE CUSTOMER INTIMACY

### THE NECESSITY OF BUILDING CUSTOMER INTIMACY WITH TODAY'S LUXURY AUDIENCE

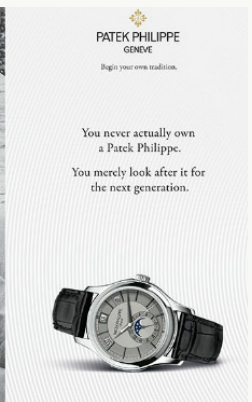
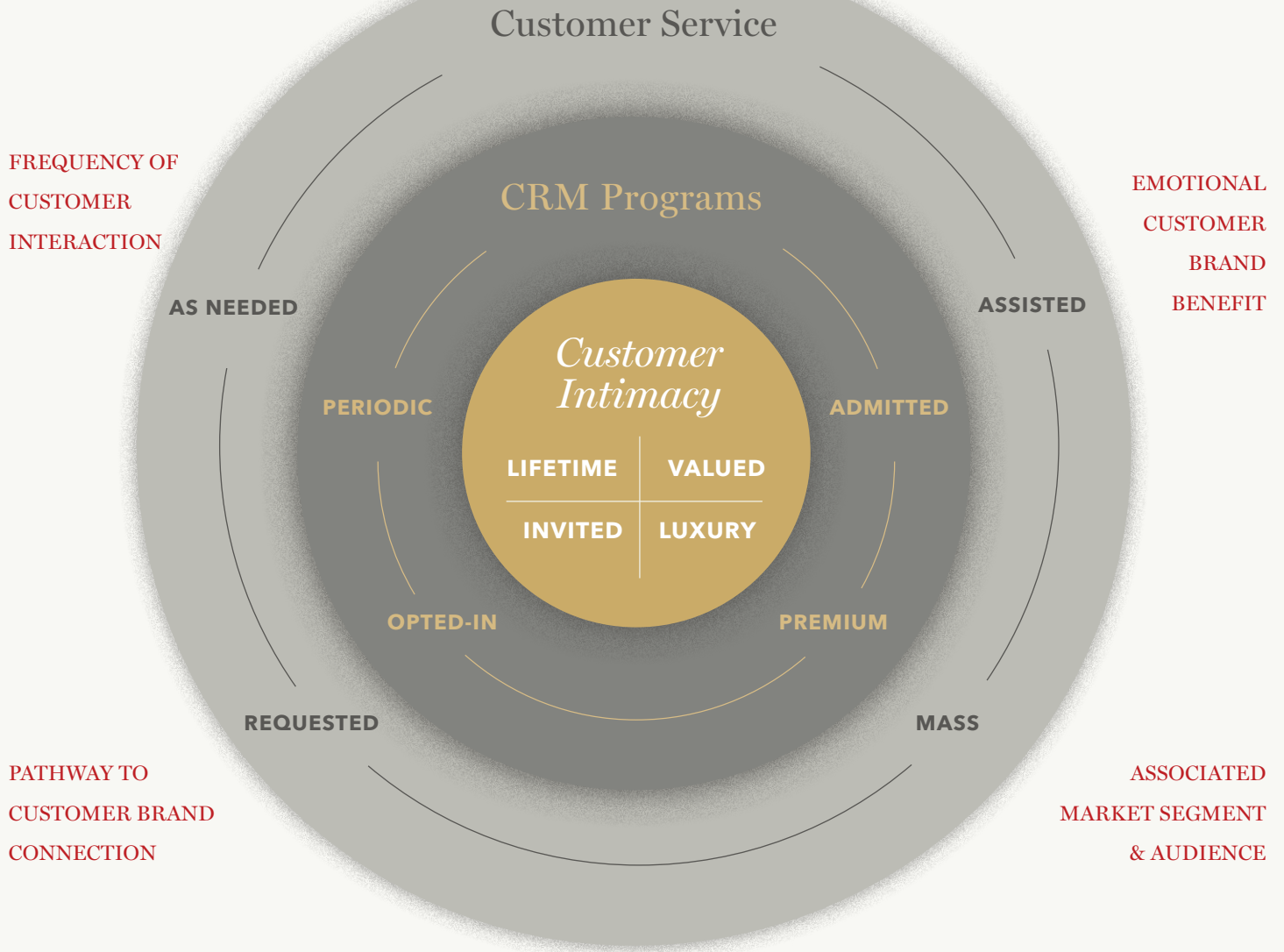
When we think about customer intimacy, we are specifically referring to the brand practice of developing strategies, practices, content and experiences that enhance and deepen a consumer's relationship with the brand. This branding approach is typically seen through the lens of traditional customer service or even CRM strategies but developing customer intimacy is a practice unique to itself and can be developed from the inside out, well before consumer engagement and interactions take place.

From building more emotional and authentic storytelling content to creating exclusive product offerings and experiences intended for a select clientele group, luxury brands have the ability to heighten this sense of connection, closeness and affinity with customers for a lifetime, not just of the course of a single transaction or the sharing of a social post.

#### *BUILDING EMOTIONAL BRAND CONNECTIONS FROM THE INSIDE OUT*

A brand's personality and voice are developed to help build connections, a way to craft a consistent and constant presence that can deliver a persona to interact with. Similarly, brand storytelling is a powerful tool for luxury brands to demonstrate their values, identity, and beliefs with their intended audience. By creating engaging narratives that showcase their unique providence, artisanship, use

of specialized materials and techniques, and even how they utilize their social equity, luxury brands have the potential to build an active community of emotionally connected and passionate customers who share their vision and values. Patek Philippe, Burberry, Chanel, Rolex and Louis Vuitton are all masters of both unique brand persona development and compelling emotional storytelling.



Luxury brands such as Cartier and Patek Philippe are masters at brand storytelling and developing emotional brand connections

## 3. NURTURE CUSTOMER INTIMACY

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Building deeper connections with customers starts with understanding your intended audience and building a brand personality and voice that will blend and balance with their intended goals and values.

Historically, luxury brands have not adopted this mindset. In traditional luxury, the customer was drawn to an exclusive product or service because it was unique, rare and refined beyond any ordinary standard. Today's luxury market is much more crowded than in decades past resulting in more brands with similar offerings - requiring marketers to rely more on brand differentiators over the value of goods and services alone.

This increase in competitive offerings will only grow in years to come making the potential power of a brand's emotional connections more critical.

### *CREATING EXCLUSIVE EXPERIENCES AND PRODUCTS*

Limited access to exclusive products and services can be a part of many luxury brands marketing strategy, sometimes it's the entire business model (especially for luxury start-ups). Private fashion events, exclusive meet-and-greets for top clientele, exotic travel experiences and private dinners at locations money can't buy are becoming more

common for luxury brands who understand the importance of showcasing their abilities to build customer intimacy.

The need for creating exclusive access and unique experiences is felt at every level of the luxury industry, but it plays a special role at the highest tiers, where money is never a barrier to entry but obtaining access to a limited experience can be.

In March of 2023, Saks hosted an event in Aspen for their invite-only top client program, Saks Limitless, complete with exclusive events and merchandise. Their program focuses on cultivating access to experiences that money can't buy and working with designers to offer special merchandise to clients at events.



**"We are excited to see Saks Limitless continue to grow as we deliver highly personalized service and access to once-in-a-lifetime experiences that money can't buy,"**

- Mariel Sholem, VP of Client Engagement, Saks

## ENHANCING THE ENTIRE CUSTOMER JOURNEY

To create a personal, unique and memorable experience for customers, brands first need to understand their audiences (including values, drivers and desires) before a truly intimate interaction takes place.

Ordinary customer service experiences, by contrast, are more standardized and less personalized.

Creating customer intimacy involves going beyond the standard expectations and creating a sense of connection, exclusivity and fantasy through the entire customer journey. Each step of this journey, from becoming aware and learning about a brand, as they enter a store or website, to completing a purchase and even outside a typical transactional process is an opportunity for brands to show up for their customers and prove they want an authentic relationship.

Many luxury brands are becoming more adept with developing their direct-to-consumer (DTC) sales and marketing channels, putting additional efforts into the unboxing experience of a customer journey.

Mr.Porter.com is an excellent example of what to do when your brand relies 100% on an online DTC channel for sales but still needs to provide exceptional luxury service. During the unboxing experience, Mr. Porter customers encounter personalized client name tags inside each garment bag, with wrapping inside their delivery, and your own name being displayed at the top of the website when logged into your account.



*Mr. Porter's personalized customer unboxing design creates instant customer intimacy and a sense of brand connection*

Mr. Porter has gone beyond expectations to create emotional connections with their customers, allowing them to feel a part of the entire brand experience, not just during a transaction.

## AUTHENTIC INTIMACY FOR A LIFELONG RELATIONSHIP

At the heart of customer intimacy is the concept of a relationship. The dream for most luxury brands is to create a lifelong relationship with their customers - a continuation of authentic experiences that build loyalty, trust, desire and even dream fulfillment. Like significant human relationships we develop over our lifetimes, if one partner does not feel valued or understood, the likelihood of separation becomes high.

To flame the fire of desire and fantasy within their ideal customers, luxury brands need to continually find ways to build and nurture that desire not just once, but again and again, creating a lifetime of intimacy - one worthy of luxury's assumed prestige.

## 4. GENERATE ONGOING VALUE

### WHY LUXURY BRANDS SHOULD CREATE A WORLD OF VALUE FOR THEIR CUSTOMERS

The new codes of luxury are increasingly shifting to center around an individual's entire lifestyle, including diverse interests, areas of inspiration and global influences. Smart luxury businesses are growing their brand's impact and awareness by leveraging opportunities to add value to a wider sphere of potential consumer interactions beyond the expected path to purchase.

What do you offer a customer that can afford (mostly) whatever they want? The answer is inside the potential for adding value to a consumer's life that's not tied to a product or service but to the impression and application of the brand itself. With increased frequency, luxury brands are investing in the creation of brand equity through strategies and tactics that creates value through educational experiences, providing select access to exclusive events and spaces and even impacting global culture across any number of partnerships and programs.

Brand building in the world of luxury is essentially more valuable over time than driving sales and website impressions. We counsel our luxury clients that their investment in brand building will deliver more long term equity than any other program, marketing tactic, social media strategy or advertising campaign.

Luxury brands have been developing new ways to raise their profile across all consumer touch points - creating a world of cultural impact that adds value and increases the significance of a brand in the consumer's mind. Here are some interesting and effective examples of how luxury brands are developing value through education programs, exclusive access and building cultural capital.



<i>BRAND TOUCHPOINTS</i>	<b>EDUCATION</b>	<b>ACCESS</b>	<b>CULTURE</b>
<b>IN-PERSON</b>	<b>ONE-ON-ONE CREATIVE CONSULTATIONS</b>	<b>INVITE ONLY AREAS FOR VIP CLIENTELE ACCESS</b>	<b>PRIVATE EVENTS OF RARE CULTURAL SIGNIFICANCE</b>
<b>PUBLIC ACCESS</b>	<b>TRAINING PROGRAMS AND WORKSHOPS BY STAFF "EXPERTS"</b>	<b>PUBLIC "OPEN HOUSE" EVENTS</b>	<b>ART OR MUSIC SPONSORSHIPS AND COLLABORATIONS</b>
<b>SOCIAL MEDIA</b>	<b>BRAND CREATOR "IN THE MAKING" CONTENT</b>	<b>LIVE STREAM "BEHIND THE SCENES" DURING EVENTS</b>	<b>"INSIDER" CONTENT OF CULTURAL BRAND COLLABORATIONS</b>
<b>WEBSITE</b>	<b>STORYTELLING FEATURING UNIQUE BRAND CONTENT</b>	<b>REGISTERED CUSTOMER ACCESS TO RESERVE PRODUCT</b>	<b>ACCESS TO LIMITED COLLABORATION CONTENT</b>



## *EDUCATION*

Luxury customers today want to get closer to the brands they love and support. For a passionate audience who are looking to take their appreciation and connection to the next level, providing educational experiences about the process of luxury craftsmanship or the insider details about a brand directly from the source, provides a wealth of brand building opportunities.

*"Hermès In The Making" is the brand's latest educational program for the general public to learn more about the brand*

## 4. GENERATE ONGOING VALUE

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*With a focus on educating customers about heritage artisanship, luxury brands such as Hermès and Bottega Veneta create unique value for passionate consumers*

### **Chicago Hosts 'Hermès in the Making'**

Open to the public, Hermès invites everyone to Chicago's Union Station to participate in a special exhibit, 'Hermès in the Making'. Visitors can meet its artisans and discover Hermès' spirit of creation and innovation through its unique craftsmanship. Artisans from different areas of the luxury house bring their tools, materials, and expertise to engage with guests in many unique activities. The exhibition includes a variety of interactive games and experiences, from saddle stitching of a Kelly bag, and workshops focused on dexterity to coloring, and fragrance design.

### **Bottega Veneta's Accademia Labor et Ingenium.**

Bottega Veneta deepens its commitment to artisanal craft with the launch of Accademia Labor et Ingenium, a new school to foster the next generation of artisanal talent. The name derives from the brand's founding values, as seen in its original company crest: Labor et Ingenium, "Craft and Creativity".

Accademia Labor et Ingenium serves as a permanent workshop, where Bottega Veneta new hires and external students can learn from master artisans through training activities, workshops, and courses. The classes are led by a community of Bottega Veneta master artisans and champions the collective ethos that has defined the company since its foundation in 1966.

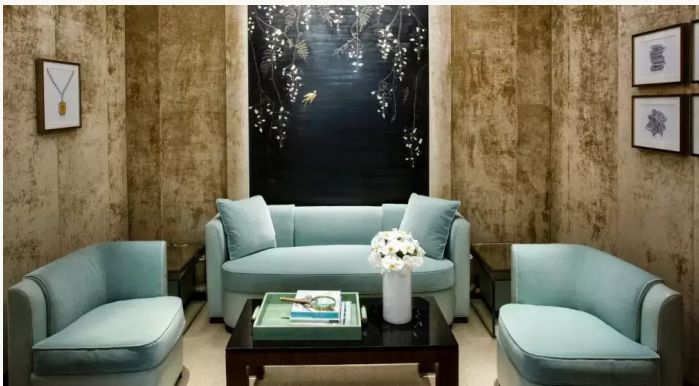
### **ACCESS**

The brand value of access is created by providing admittance and introductions to places, people and products that are not available to just anyone. These rare and exclusive pathways have been increasing in number by brands who are countering the effects of wider access to standard level luxury products and services. Higher tier luxury consumers especially desire to be serviced and treated in a way that shows appreciation and acknowledges their continued support.



### Tiffany & Co VIP Floors

With the reopening of The Landmark this year, Tiffany & Co. included in the new design an entire top floor of VIP suites, accessible only by a private elevator for qualifying customers. A full bar greets guests, who can wander freely into the library stocked with century-plus-old Tiffany “blue book” catalogs, or various lounge in sitting areas with some of the best views in all of Manhattan. Tiffany’s nearly 200-year lineage is highlighted at every corner.



*Tiffany & Co. 10th Floor VIP Suites at The Landmark in NYC*

### Harrods Members-Only Club in Shanghai

This year, the iconic London department store Harrods will open a new private members club titled “The Residence” in Shanghai, the first of its kind outside the UK. It will be in the Cha House on the second floor, a centuries-old heritage building found in the heart of the city. Limited to just 250 places, members will have access to the store’s global concierge services and be able to sample and purchase rare spirits through a partnership with Scottish whiskey company Edrington.



**“The Residence is Harrods’ very first private members’ club and is being created to serve a curated community of discerning members,”**

*- Michael Ward, Managing Director of Harrods.*



*Harrods new private members club “The Residence” in Shanghai*

## 4. GENERATE ONGOING VALUE

### CULTURE

In creating cultural value, luxury brands must access, process, and operationalize real-time information about trending topics and client sentiment across the globe. The ability to influence and inspire audiences through cultural touch points is becoming the driving force of value creation for every major player in the luxury market. This is a very different skill set for brands than ever before and few have been able to utilize it effectively.

#### Van Cleef & Arpels Dance Festival

Launched in 2020, Dance Reflections by Van Cleef & Arpels is a program dedicated to dance, supporting creative artists and institutions linked to the world of choreography. In addition, the initiative stages a festival together with international partners each year: the first events took place in London in March 2022, and in Hong Kong in May 2023. For a US edition, Dance Reflections by Van Cleef & Arpels is collaborating with prestigious New York institutions to showcase the artistry of choreographic creation.

#### Axiom Space and Prada Collaboration

The first partnership between an Italian luxury fashion house Prada and a commercial space company, Axiom Space (the industry leader and architect of the world's first commercial space station) will be a collaboration to create spacesuits NASA's lunar Artemis III mission. As the first crewed lunar landing since Apollo 17 in December 1972, this Artemis mission, planned for 2025,



*A unique cultural collaboration between luxury brand Prada and Axiom Space will create groundbreaking spacesuits for NASA*

**“The constantly forward-thinking ethos of Prada for humanity has broadened to his desire of adventure and to brave new horizons: space,”**

*- Lorenzo Bertelli, Prada Group Marketing Director.*

will also be the first to place a woman on the Moon.

As luxury brand consultants, we advise our clients to build a world of value around the core belief system and an established set of brand values. These programs, products and partnerships all need to have a transparent and authentic connection to the brands identity, personality and ethos for them to create meaningful impact and value.

# THE TOP 4 LUXURY BRANDS PLAYS FOR 2024 AND BEYOND

## IDENTIFYING

YOUR BRAND'S  
LUXURY CATEGORY  
TIER & ROLE

1

*We have identified 3 tiers of luxury brands and audiences (standard, high and ultra) each with unique rules, associations with status and customer strategies.*



## EVOLVING

YOUR BRAND'S  
UNIQUE POSITIONING  
AND SET OF  
VALUES

2

*Younger luxury audiences have begun to add new values to the mix such as responsibility, sustainability, transparency, transformation, community, and the support of circular economies.*



## NURTURING

CUSTOMER  
INTIMACY WITH  
YOUR INTENDED  
AUDIENCE

3

*Customer intimacy is the brand practice of developing strategies, practices, content and experiences that enhance and deepen a consumer's relationship with the brand.*



## GENERATING

ONGOING BRAND  
VALUE ACROSS  
ALL TOUCH  
POINTS

4

*Smart luxury businesses are growing their brand's impact and awareness by leveraging opportunities to add value to a wider sphere of potential consumer interactions.*



# CREATING BRANDS OF RELEVANCY FOR AN EVOLVING LUXURY LANDSCAPE AND AUDIENCE, SINCE 1986

As a New York City luxury branding consultancy, The O Group has been building legendary brands for over 35 years across the entire luxury sector.

Our proven process has built a reputation for developing luxury branding that is disruptive, highly desirable and uniquely differentiated.

From our proprietary brand positioning and strategy to crafting essential creative assets, we collaborate with our clients on every part of their brand creation and experience.

*A cross section of our branding clients, past and present*





*Our expertise: foundational brand development & core content creative for luxury brands, specifically within the hospitality/travel, fine food & spirits, jewelry/watches & fashion, home & lifestyle sectors*



*INTERESTED IN  
WORKING WITH A  
STRATEGIC AND  
CREATIVE BRAND  
CONSULTANT GROUP?*

**WE WOULD LOVE  
TO CONNECT.**

**NEW YORK CITY HEADQUARTERS**

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**GENERAL:** For general inquiries, partnerships, collaborations, speaking engagements and the like, email us at: [info@ogroup.net](mailto:info@ogroup.net)

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