



FEDERICO RESTREPO®
BRAND & DESIGN CONSULTANCY

LUXURY

“TO BE OR TO BE

NO QUESTION !”



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NO QUESTION !"



Create without the goal of transmitting is a waste of time.



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LUXURY

dictionary definition.

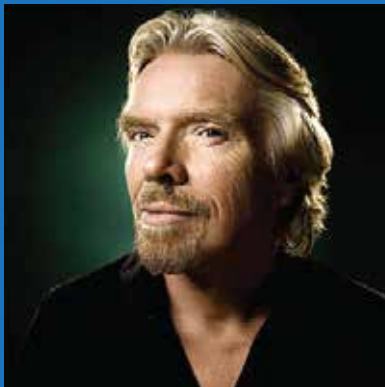
lux·u·ry

noun pl. luxuries lux·u·ries

1. Something conducive to pleasure and comfort.
2. Something expensive or hard to obtain.
3. Sumptuous living or surroundings: lives in luxury.



EVERY ONE HAS HIS NEEDS AND HIS IDEA OF LUXURY



LUXURY IS A SOCIAL & CULTURAL HUMAN NEED

1

Basics to enhance and build / transform/reborn a Brand .Short introduction to the key questions to consider your Brand Proposal

1 Basics to enhance and build / transform/reborn a Brand .Short introduction to the key questions to consider your Brand Logic

WHAT IS BRANDING DESIGN AND WHY IT IS SO IMPORTANT:

THE LOOKING OF YOUR PRODUCTS IS REALLY IMPORTANT AND CRITICAL BECAUSE IT IS YOUR FIRST MEDIA VS CONSUMERS.

THE PACKAGING AND CORPORATE IS ONE OF THE FIRST CONTACTS WITH YOUR BRAND AND PRODUCTS, AND A CONSUMER HAVE AS YOU KNOW SHORT TIME TO BE SEDUCED FOR THIS MAIN REASON THIS ASPECT NEED TO BE WORKED SERIOUSLY AND PROFESSIONALLY FOLLOWING A STRICT METHODOLOGY. FOR THE MOMENT THE CHINESE MARKET HAS ENOUGH SPACE RIGHT NOW TO GROW MORE AND SOME TIMES BRANDS AND COMPANIES JUST FOLLOW SOME EXISTING DESIGNS OR MARKETING PRESENTATIONS. THE SELLS SEEMS GOOD BUT WHAT WILL BE HAPPENING IN FEW YEARS?

ON THE WESTERN SIDE, MARKET WHERE CONSUMERS ARE VERY AWARE ABOUT BRANDS, WE CAN SAY THAT WITHOUT MARKETING, BRANDING DESIGN THERE IS NO CHANCE TO SURVIVE. SO ORIGINALITY, GENUINE STRATEGY ARE THE BASICS.

THE MARKET SEEMS SATURATE WITH SO MANY OFFERS. IN CHINA RIGHT NOW I THINK THE BRANDS NEED TO THINK ABOUT THEIR FUTURE TO CONSOLIDATE THEIR NATIONAL STRENGTH AND TO THINK ABOUT GOING ON THE INTERNATIONAL MARKET.

TOPICS

- 1 Basics to enhance and build / transform/reborn a Brand .Short introduction to the key questions to consider your Brand Logic
- 2 Why is the Design Product and packaging a critical part of a Luxury Brand ?
- 3 Is Design Product and packaging an Art or a the result of an emotional « science » and knowledge ?
- 4 What to say about tendencies and if they exists , is it a good thing to follow or better to lead them ?
- 5 Luxury vs Masstige .Are the Brands leading the market or are the economic rules leading the Brands ?

1 Basics to enhance and build / transform/reborn a Brand .Short introduction the key questions to consider your Brand Logic

STRANGELY THIS WORD “DESIGN” IS VERY WELL KNOWN BUT NOT UNDERSTABLE SO EASILY. TOO MANY USES. SOME DESIGNERS ARE CONFUSING ART AND BRANDING DESIGN. BRANDING-DESIGN IS MOSTLY DONE FOR COMMERCIAL MATERS AND IT IS FOCUSED ON THE TECHNICS TO ENHANCE BRANDS , PRODUCTS.

ON MY SIDE THE BRANDING DESIGN IS ALL WHAT CONCERNS THE BRAND/PRODUC FROM THE FIRST START > THE CONCEPT /BRAND/NAMING TO PRODUCTION/ POINT OF SALE MATERIAL/PR.

THE BRANDING DESIGN IS DONE TO PROVIDE YOU A GENUINE IDENTITY, PRESENTATION PACKAGING /PRODUCTS AND OBTAIN A REAL DIFFERENCE WITH YOUR COMPETITORS AND BUILD COHERENCE AND STRENGH.

FOR THAT YOU JUST NEED FOLLOW SOME SIMPLE RULES TO BE STRONG AND GROW YOUR BUSINESS WITH A LONG TERM VIEW.

BE UNIQUE AND DIFFERENT

1 Basics to enhance and build / transform/reborn a Brand .Short introduction the key questions to consider your Brand Logic

1st Exercise :Auto analysis

A- definish the “concept” of your Brand in few words and check if this one is clear / and if there is no contradiction on it.

B- is your product reflecting this concept and is the packaging/product design , the logo , the ad all the Corporate Brand material expressing clearly the Concept ?

C- What is the main idea or the “ thing” that makes your / Product / Brand different ?



1 Basics to enhance and build / transform/reborn a Brand .Short introduction the key questions to consider your Brand Logic

2 nd Exercise :Auto visualisation

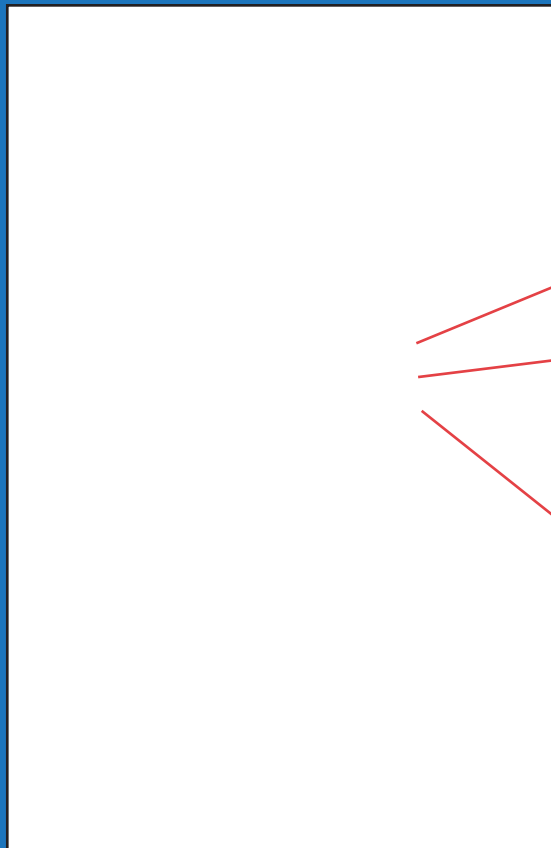


image or and
product



words

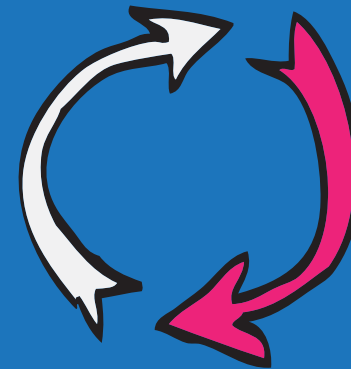
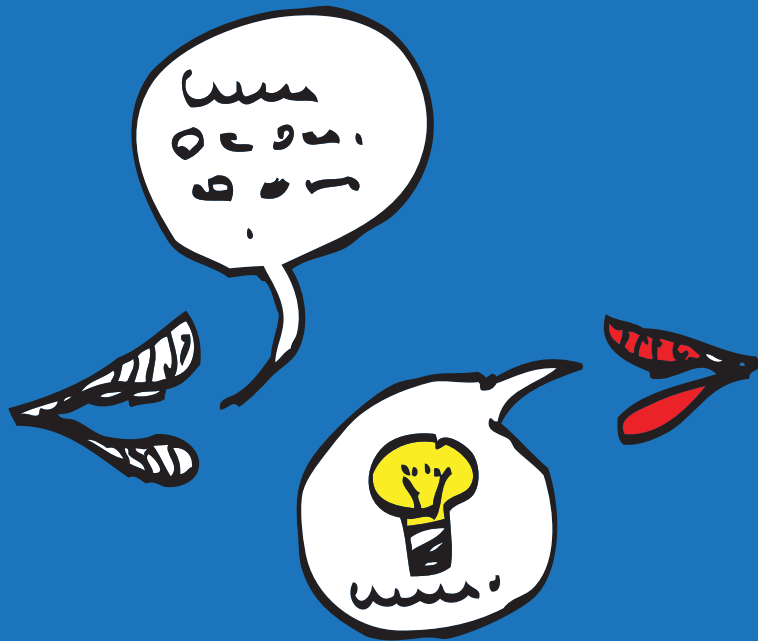
Bla bla bla bla bla

Brand logo



1 Basics to enhance and build / transform/reborn a Brand .Short introduction
the key questions to consider your Brand Logic

3 rd Exercise :Validation / Discussion



- BE imaginative don't fear the common sense
- BE unique / make clear your difference
- BE visible / recognizable and understandable
- Identify your roots clearly and your strategy
- Imagine the future as far as you can

Don't do any thing against your conscience even if someone ask you .Einstein

2

Why is the Design Product and Packaging a critical part of a Luxury Brand ?

2 Why is the Design Product and Packaging a critical part of a Luxury Brand ?

The Packaging for a Brand is a critical element to share same values with the consumers. For this reason it need to be considered with care.

Depending of the speciality of your company , the packagings are studied in different ways and with different obligations.

A packaging for a Brand that will be sold on shelves is not build as another that is hidden. But in any case the packaging need to be a piece of your identity and transmit your values clearly.

The whole Branding design is a set of “ Signs” directed to the people. And a huge element to implant your Brand in the memory.

You can use all the aspects of it. Color , Font, Icons , Shape...

For ex:In Jewelry the red color is directly related to Cartier, in Soft drinks the red is Coca Cola , in crystal is Baccarat.

In Icons the LV , is Vuitton , the H is Hermes , the yellow M is MacDonald , the swoosh is Nike...

Of course those are not the only ones.Was just to make you focus on the purpose.
And also to show you that is a full part of your expression.



2 Why is the Design Product and Packaging a critical part of a Luxury Brand ?

The main Idea about the corporate signals is that a Brand Use it to Create the Brand territory.
So Colors , Icones , Fonts , can be used all over the Brand like products ,diplays , boots, ads, pr etc...
ex : Hermes use the H and the caramel/orange color the horse and the caleche all over.Watches intro
duce the shape of the H , Bags , Belts etc.. also the color is adopted on ads , and products .
Louis Vuitton equally , Chanel the CC , Gucci . etc...

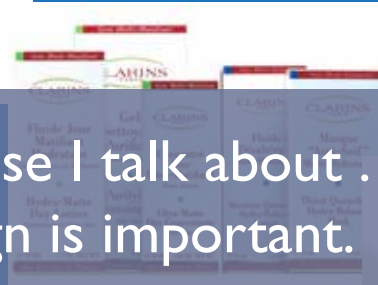
I have choose here some samples taken from the Hermes products to illustrate this matter.



2 Why is the Design Product and Packaging a critical part of a Luxury Brand ?



Design is not important because I talk about .
But I talk about because Design is important.



2 Why is the Design Product and Packaging a critical part of a Luxury Brand ?

Case studies



2 Why is the Design Product and Packaging a critical part of a Luxury Brand ?

CLARINS



BEFORE



AFTER



2 Why is the Design Product and Packaging a critical part of a Luxury Brand ?

DECLEOR

BEFORE



AFTER



2 Why is the Design Product and Packaging a critical part of a Luxury Brand ?

POMMERY



BEFORE



AFTER



3

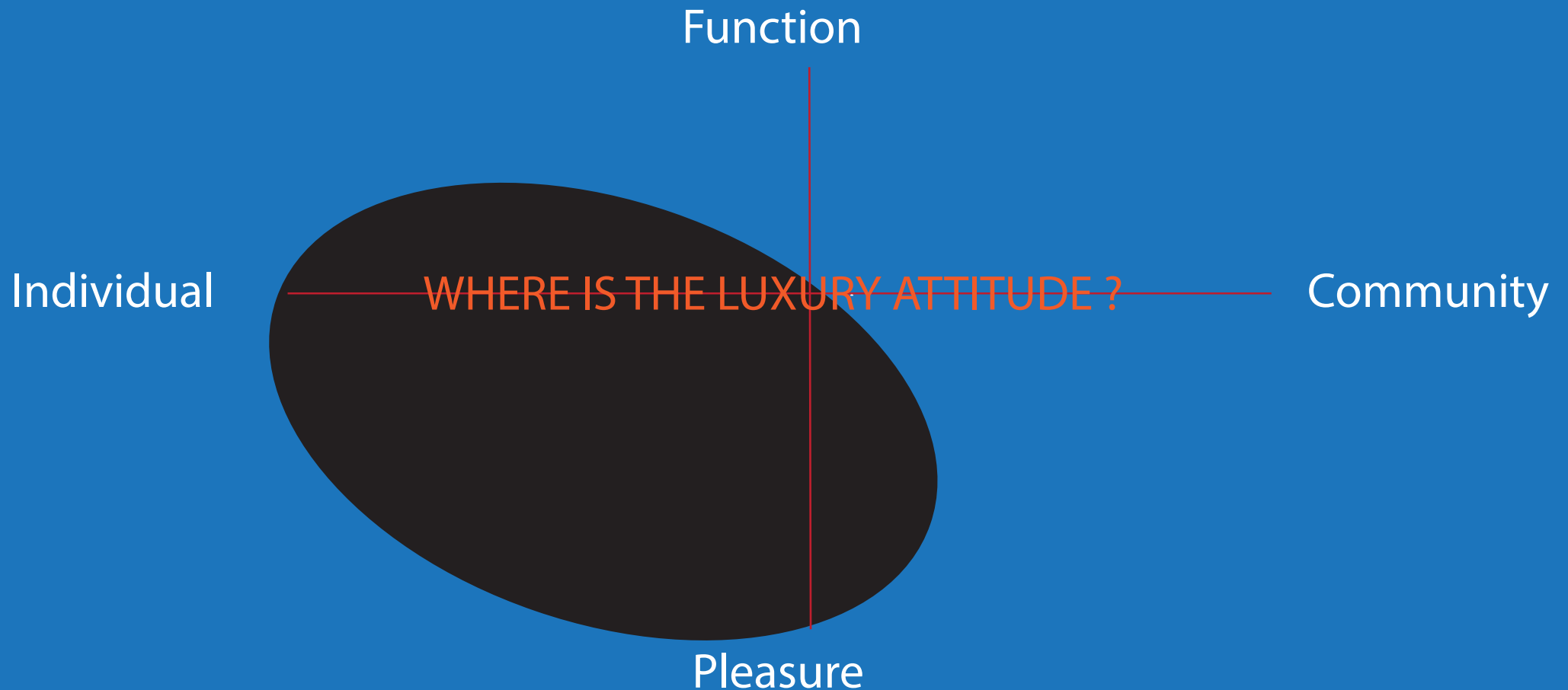
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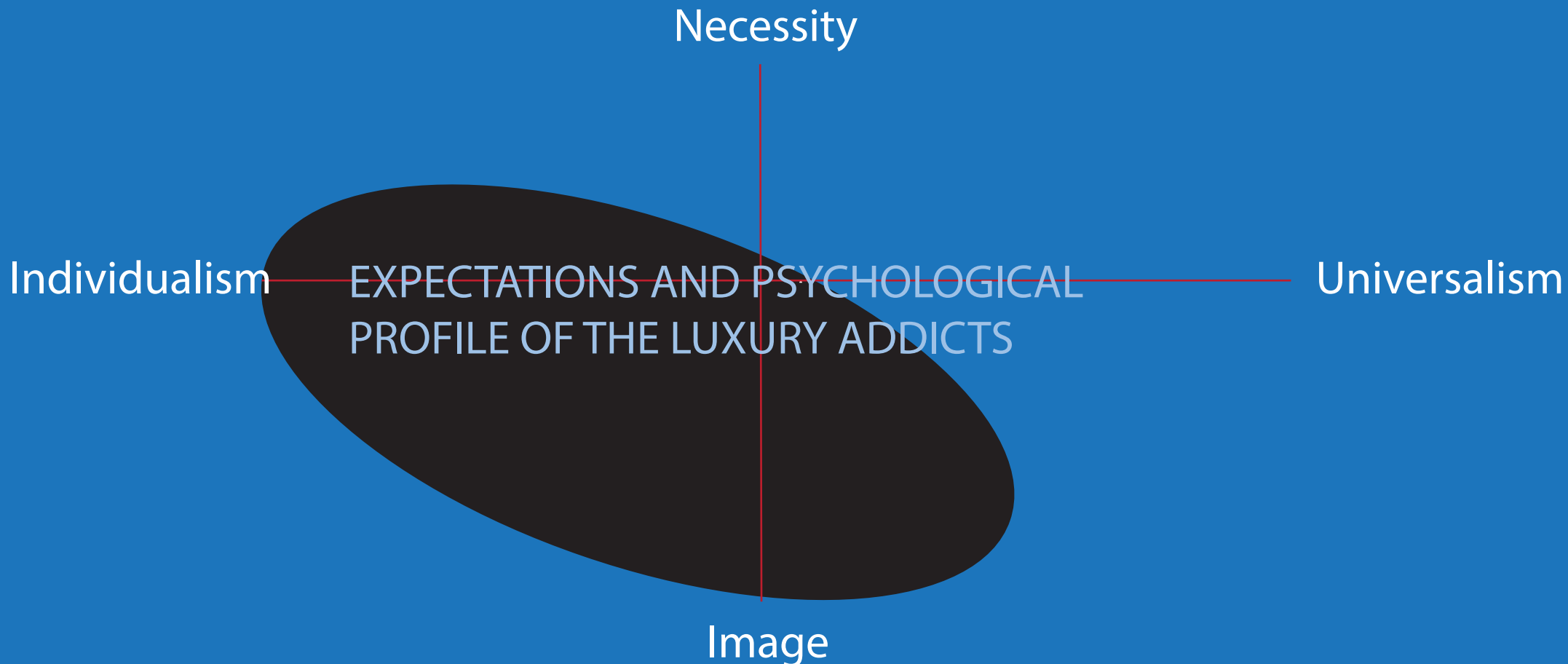


Artist or Scientist?

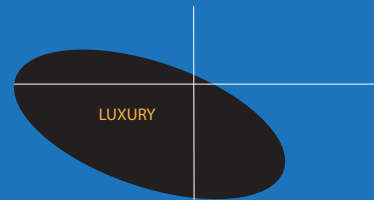
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Due to the fact that Luxury as we can see is more related to small communities to Individuals the actors of this sector need to think differently.

Of course the “supreme” goal is to sale the maximum preserving the Exclusive image. Only very few Brands have obtain this result.

When you need to observe and find the rare species and expectations of this profiles you need to use different tools less rational and more emotional. Because as we will se further the matter is less the practicability than the social image.

The luxury clients need to protect their difference , their cultural philosophy , and afford the way to live their fantassy.For this reason the methodology to make a survey can't be the same as if you want to detect some universal attempts.

For this reason we can't speak of “tendencies” strictly but more of categories attempts.

3 Is Design Product and Packaging an Art or a the result of an emotional « Science » and knowledge ?

As we can observe luxury don't correspond to universal essential needs. So on this we could say that is more like an Art of living .Is a way of life and an expression of the human capacity to work on his emotional needs.

But the luxury we are talking about is based on products so is conducted by the rules .

So for this reason the professionals who work on this field need to have some specials skills and to understand those special expectations. We will talk about later.

That's why I have called this an Emotional "science" even if this can be putted in a model and establish some eternal rules of it.

Luxury is all involved in some "irrational" feelings. And "emotive" expectations. When I say that is because is not related to primary needs but to social evaluations and not related to priorities. In the old cultures Luxury was the expression of the power and associated to ideological" purposes but in a certain way is not so far today.The difference is now this attributes are detained by individuals.

THE LUXURY ATTITUDE

WHAT IS TO HAVE THE LUXURY ATTITUDE

They don't choose :

a Mobile Phone to do phone calls

a car , to go to point A to B

a Watch to know the Hour

a room in a hotel only to sleep

a restaurant to eat because you are starved

clothes to prevent nudity and the weather

a bag to transport your documents

a shoe for walking

etc...



A LUXURY product is an attribute of your personality and a message to the Social environment.
And the worst is the fact that this target is often bored and difficult to satisfy so Luxury Brands are always challenged to invent and renew ideas.

3 Is Design Product and Packaging an Art or a the result of an emotional « science » and knowledge ?

On this sense Designers involved in products and Packaging need to have a different nature :Understand the Absolute feelings and also observe the market precisely and the new ideas, the changes on the World .

So to resume

- Curiosity and observation is needed
- Omission of ego creativity and open minded
- Large survey on the economic , sociological and philosophic changes
- Strong belief on the Human excellence and perfectionism
- Strong knowledge on the technical and production matters
- Imagination , and be “visionaire”

This are the necessary skills and the bases .So is not a exact science but in a certain way it belongs to those who have at minimum this knowledge.

4

What to say about tendencies and if they exists , is it a good thing to follow or better to lead them ?

4 What to say about tendencies and if they exists , is it a good thing to follow or better to lead them ?

Creativity is risky for sure.

Sometimes you are

-to far from the actuality or in advance

-sometimes to late

-sometimes out of the expectations

-etc...

Many companies now ask to professionals to explain them the “tendencies”.But what are we talking about?

For sure we can observe some routes , but they are to general to be taken strictly. If you don't add some novelty , some imagination , you waste time and will waste success.

This question of the tendencies is more based on the fear of the actors in the companies for many very understandable reasons , than on a real warranty of commercial success.

4 What to say about tendencies and if they exists , is it a good thing to follow or better to lead them ?

Let me clarify this position.



-Look the Future not the past. But use your genuine know-how

For ex: One day consulted by a very old Brand of porcelain from France, seeing the sales slowing very fast , and asking me an advice about the Strategy to adopt, so they explain me how big and nice was the company 2 centuries ago. On the discussion the owner told me that for him the way on Products and Design was to use in the past catalogue some products .

Discussing , and when came my turn to explain my vision I ask him some basic questions.

Observing this man , I asked him which watch he uses , which car , which furniture , etc...All the products he like where designed by trendy and Innovative Brands (even old ones).

So I asked him?Why to spend so much time looking the glorious past of your products now forgotten by the consumers and why not to use the know how with an actual style? Even more because his vision of the Brand was in Total contradiction with his habits.

To conclude I said him. Your consumers are alive so they stick probably with the values you have for yourself.!

4 What to say about tendencies and if they exists , is it a good thing to follow or better to lead them ?

Let me clarify this position.

-Found your genuine Vision

For ex : When Steve Jobs Founder of Apple thought about his project.

I am sure that if this man would be now in a Company as marketing manager and in a meeting with the owners he propose to call a Computer Brand : Apple ... he could be fired!

This man has introduce more than a product :Of course it is a computer but an Apple is more than that , it is a philosophy an image. All the PC users dream to have an apple :)

Why in the major part of the movies you see the actors using Apple?

Steve Jobs has invest a lot on the Design product , packaging and he has followed a Vision and a perfectly understandable expectation.

Computers ate the beginning where like Aliens so they should have a very technical look. But he was 10 steps further on all this aspects.

I am wondering if at this time a Guru of tendencies would have detected this advance.



4 What to say about tendencies and if they exists , is it a good thing to follow or better to lead them ?

Try to focus in your feelings

For ex : I took this case I have worked on when I was CEO of Raison Pure.

The question was to design the tooth brush and tooth paste for the kids for a very well known Brand and serious : Fluocaril.

All the conclusions of the studies were telling us .

The market and the attempt for those products are:

As it is a Kid product parents want to be reassured with a very serious presentation and presenting the qualities of a critical product for the future of the kids.

We heard.

But those Gurus of tendencies did a mistake .And a huge one. They sold to this company a huge pack of conclusions .

They forgot to remember their kid Attitude!Which kid like to brush the teeth? no ONE!!

So the Tooth brushing game born.



4 What to say about tendencies and if they exists , is it a good thing to follow or better to lead them ?

When we talk about tendencies we can also in fact mentioning the sense of the codes.

Codes are generally understood as market habits more than Rules.

For ex In food White means fresh , cold . pure In cosmetics yellow means solar products etc..

But if all we are always sticking to that , we never innovate and I can talk about some works I did who where successful on their time.

Besides there are no Universal codes , according to the differences of each culture.

“Please to every body is to please weakly.”

In Luxury you can't please to All. It is an utopia and more a non sense . Luxury amateurs Love to show their difference.

5

Luxury vs Masstige .Are the Brands leading the market or are the economic rules leading the Brands ?

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MASSTIGE [Definition]

Masstige is a marketing term meaning downward brand extension. The word is a portmanteau of the words mass and prestige and has been described as prestige for the masses.

The term was popularized by Michael Silverstein and Neil Fiske in their book Trading Up and Harvard Business Review article "Luxury for the Masses."

Masstige products are defined as "premium but attainable," and there are two key tenets: (1) They are considered luxury or premium products and (2) They have price points that fill the gap between mid-market and super premium.

5 Luxury vs Masstige .Are the Brands leading the market or are the economic rules leading the Brands ?

This Category is appeared recently following 2 main reasons.

1-the economic facts of the variation of the Global market

2-In the “Old economies” following some Moral thoughts about the Show Off

So the Companies have understood that this can be a very huge opportunity to increase sels and profits
and to answer to another demand.

The effect on Packagings have been very strong for the “Real” Luxury brands.Due to the daily innovations the packagings have increase their quality , and the Masstige adopted the codes , and even sometimes the same level of quality in some Markets.

This has a real impact to create a Packaging and a product when you want to stay on the genuine Luxury Field.

5 Luxury vs Masstige .Are the Brands leading the market or are the economic rules leading the Brands ?



A



B



C

3 Brands .3 Products .3 market level of price : Selective market , Mass tige , mass market.
Can you honestly classify them and let s see if the perception stick to the Brand positionning ?

5 Luxury vs Masstige .Are the Brands leading the market or are the economic rules leading the Brands ?



HERMÈS

PRESTIGE



COTY .Celine Dion

MASS TIGE



Yves ROCHER

MASS

5 Luxury vs Masstige .Are the Brands leading the market or are the economic rules leading the Brands ?

That's why in some products you can have a “ controlled apellation” like for ex : Champagne. This build a protection for this unique process.Rember the ight against YSL for its perfume called champagne.

For the design In many fields the Mass or Masstige brands do as well and sometimes better than the prestige Brands.

So it's clear that Luxury to protect himself need to use techniques totally impossible(or at least difficult) to produce at low cost or at big quantities. In the leather field the genius of LV has been to invest on industrial processes but keeping the image high!And on the other side Hermes has invest on a strong handmade and unique know how.

For the perfume never a company with the actual industrials tools could obtain the same result as the Baccarat perfumes because there is no way to do it equally.

And further even the “manual defaults ” in Luxury are the sign of Luxury. Because it gives the idea that each one is Unique.

Also for example in the car industry as in Rolls Royce or in a manufacture as Loeb (shoes) each part of the product is signed by the worker who did it.

Luxury is a multitude of details and rules.

5 Luxury vs Masstige .Are the Brands leading the market or are the economic rules leading the Brands ?

luxury is a kind of “ SUR MESURE”



5 Luxury vs Masstige .Are the Brands leading the market or are the economic rules leading the Brands ?

Luxury can also been expressed by some other kind of Brand behaviors: for ex : a “ non selling attitude” Some time ago I heard from someone working in the company that Kielhs the cosmetic Brand now owned by L’Oreal has proceed on this way. The stores selling this one where asking you when trying to buy some products “ have you already use this Brand and do you know them ?”If you answer was “No” they didn’t sell you and they offer you some samples!. This “frustration” created mean a lot and the effect was to increase your wish to afford those products. You needed to be introduced and aware before getting into the Club .For products this was daring.

Well so as you see , Luxury is a philosophy and new ideas can be applied on all the Strategy or the Brand process :marketing , product design , packaging,manufacturing,etc....

TODAY : Reacting to all this another approach is born.

The NICHE Brands and the “Self customizing”
to be followed .