

Inaccessible luxury: is it forever?

Once upon a time, there was a thing called luxury. It was limited to a select few – society’s elite. Then 21st century consumerism and massification came on the scene. With this arrival, is true luxury still with us?

Going back to the origins, being au fait with market trends and its governing rules, these are all themes that have sparked a wealth of unanswered questions. What impact have changes in lifestyle had on the management of luxury goods and services? Is there still a place for traditional marketing tools? In terms of creating and developing a brand, what inside knowledge do you need in order to make it in this increasingly divided sector?

“Everlasting Luxury: the future of inaccessibility” asks itself these very questions. Its aim: investigate the very essence of luxury, its boundaries and origins, reinterpreting them in light of the dynamism of the present century so that luxury will live on forevermore without falling victim to contemporary trends.

Claudia Chiari, author of the book published by Editrice Le Fonti, embraces every possible area to which the label, luxury, can be applied, ranging from the “unobtainable” right through to the “everyday”, attempting to find answers whilst opening doors to debate on novel models and examples of luxury, innovative areas of application, client insight, client profiles.

It is all about individuality, a sense of belonging, exclusivity within a glossy, embracing, lavish world. The term “purchase” is too simplistic; it is more to do with experience – an experience capable of enticing those who love losing themselves in attention to detail, experiencing those warm, fuzzy feelings that only dedicated services can conjure, or satisfying their whims of the imagination with a host of personal choice at their fingertips.

What is luxury really about? It is not just a question of appearance, but above all else, it involves sentiment. Choices to be made are decidedly more emotional than rational. And seeing as it is not completely about the nature of the product or service, the more emotional the choice, the more inaccessible the luxury.

Experimental: Could this be the new buzzword that keeps luxury authentic?