

The Art & Science of Luxury



Etymology of Luxury

Derived from the Latin '*luxuria*,' meaning *extravagant* or *excessive*.

- Ancient Romans used it to describe *sinfulness*.
- Norman French used it to convey *lust*.



By the 20th century, it became
associated with objects exhibiting
elegance and *sumptuousness*.





Elegant?



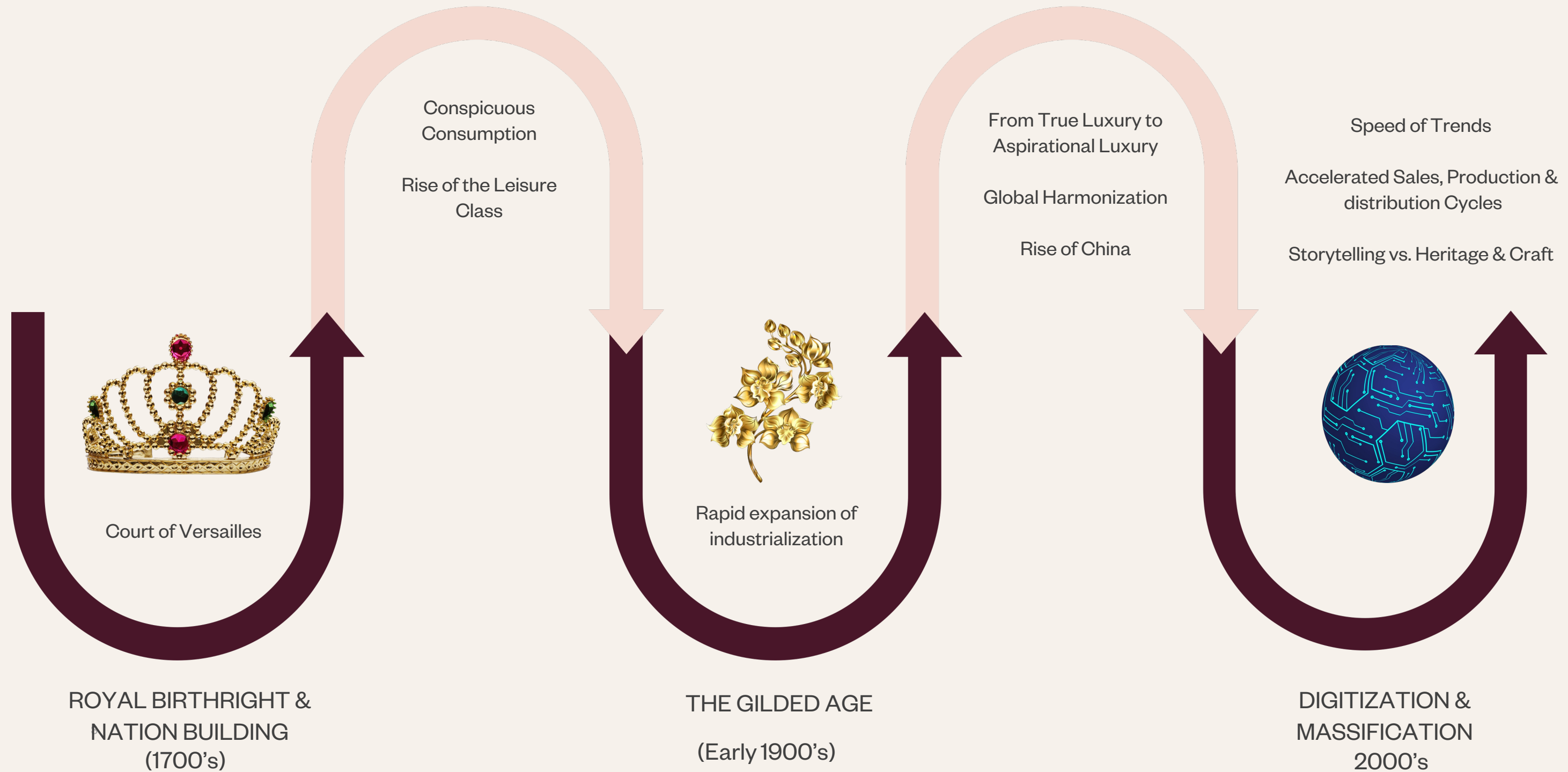
Sumptuous?



The Evolution of Luxury

THEORY OF THE LEISURE CLASS
- THORSTEIN VEBLEN -
(1800's)

DEMOCRATIZATION &
GLOBALIZATION
(Late 1900's)



ROYAL BIRTHRIGHT &
NATION BUILDING
(1700's)

THE GILDED AGE
(Early 1900's)

DIGITIZATION &
MASSIFICATION
2000's

Original Tenets Of Luxury



What Is Luxury Today?



— “ —

The most important word in our business is desire.





*We don't desire
more stuff.*

*What we desire is
to feel more alive.*

We desire caring and kindness.

Luxury brands support the wellbeing of
ourselves, our communities, and our planet.



We desire community & belonging.

Luxury brands forge
deep & meaningful connections.



A person is rappelling down a dark, craggy rock face on the left side of the frame. The person is wearing a blue jacket and dark pants, and is suspended in the air by ropes. The background features a vast mountain range under a dramatic sunset sky with soft, colorful clouds in shades of orange, pink, and blue. The overall scene conveys a sense of adventure and exploration.

We desire adventure.

Luxury brands stimulate our curiosity &
fuel our imagination.

We desire joy.

Luxury brands create spaces to play & reasons to laugh.



Tapping Into Desire Requires
Aesthetic Intelligence

What is Aesthetics?

The word aesthetics is derived from the Greek αἰσθητικός, meaning sensitive, sentient and pertaining to αἴσθησις, or sensation. It is the pleasure derived from perceiving an object or experience through the senses.

Aesthetic businesses draw on and appeal to *all five senses*. They sell products or services that are a pleasure to buy and consume. They typically are founded and run by those with exceptional Aesthetic Intelligence, or, what we call, "the other A.I." Aesthetic Intelligence is the ability to decipher, interpret and articulate feelings elicited by an object or experience.

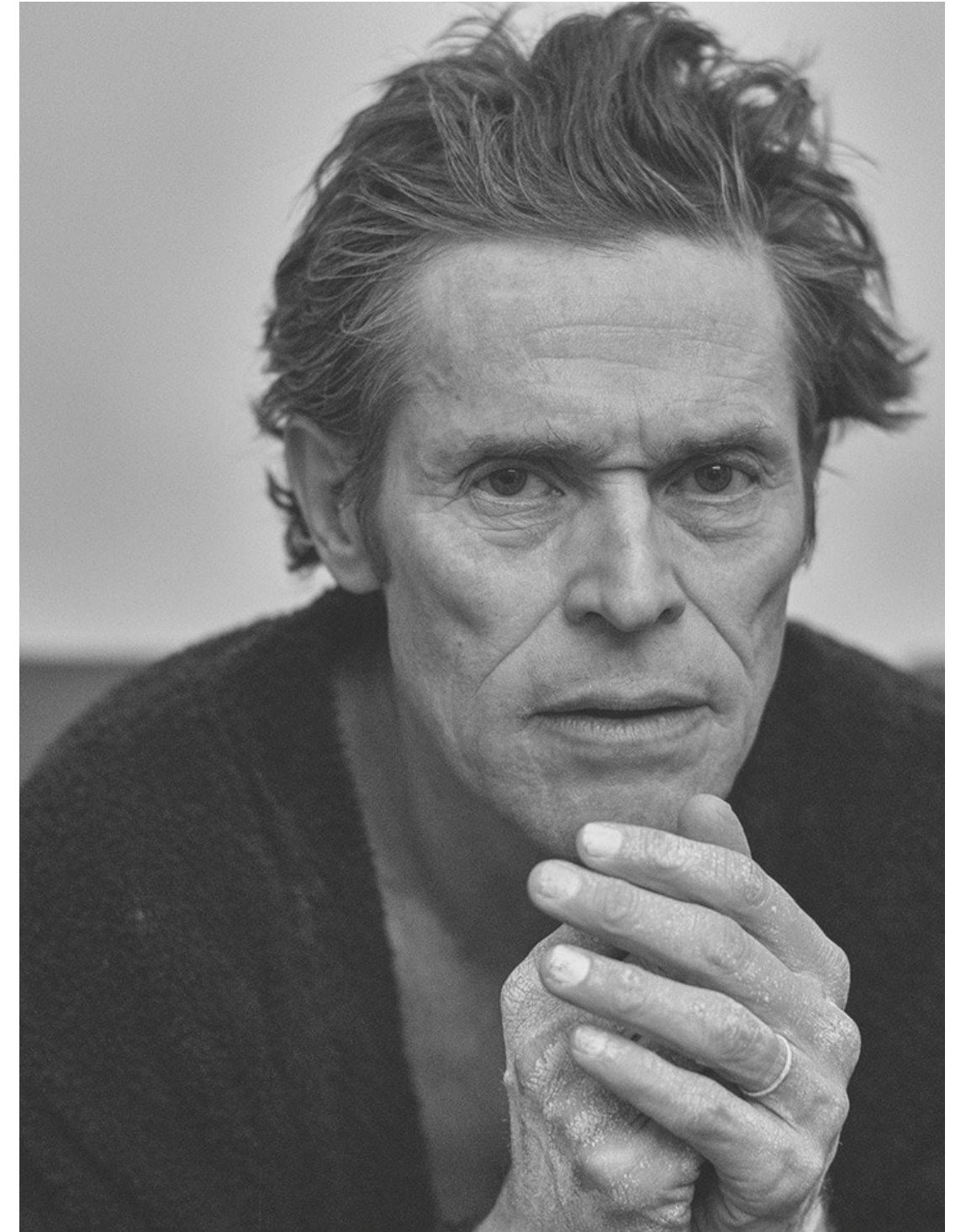
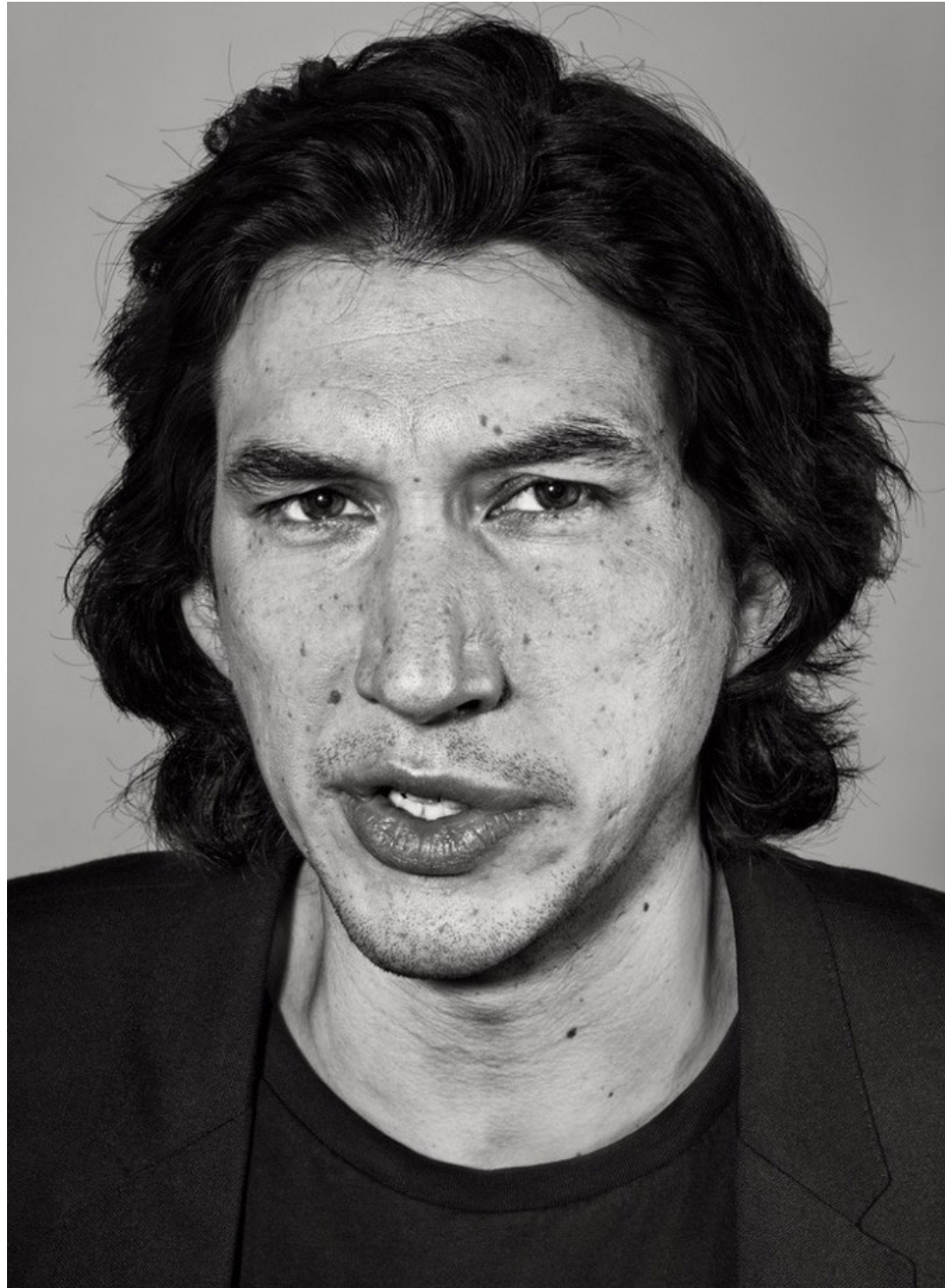
It is, in a
word, *taste*.



Aesthetic experiences are immersive and multi-sensorial.
(They transcend visual elegance.)

Aesthetics transcends beauty.

("Folie Laide")



Aesthetic brands evoke deep desires.

Company	Brand Positioning	Core Desire
Ferrari	Push the boundaries of innovation & style	Achievement
Hermes	Reconnect me to my humanity & ingenuity	Exquisiteness
Moncler	Embrace the natural elements	Conquest
Chanel	Progress through creativity	Daring
Rolex	Support human achievement	Excellence
Porsche	Empower me with speed & virility	Fearlessness
Louis Vuitton	Enrich my life with exotic adventures	Worldliness

Delivering Desire Entails Appealing to Each of Our 2 Selves

Experiencing Self

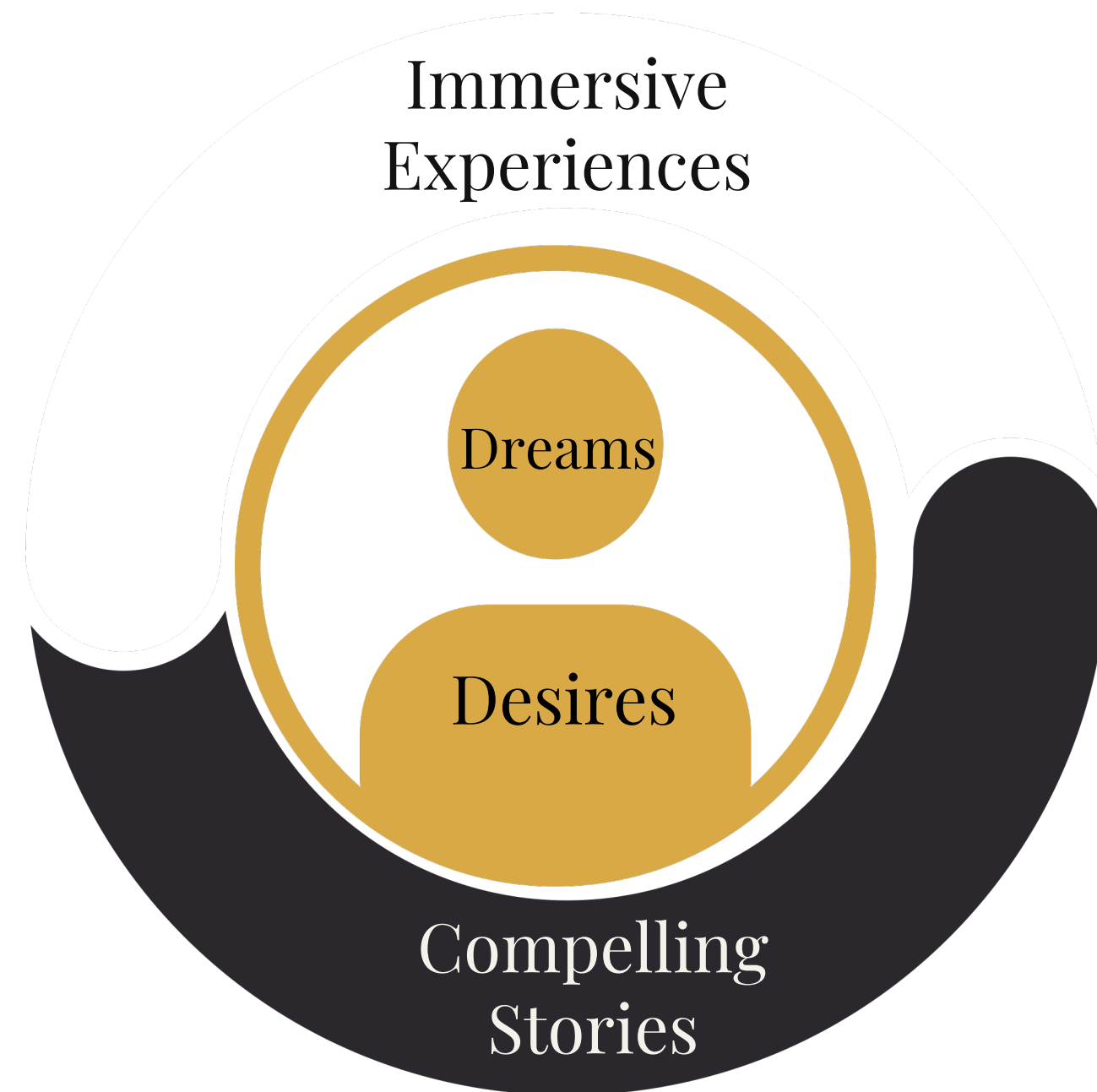
- Responds to Sensations & Emotions
- Driven by Instinct
- Experienced in the Present
- Rooted in the Right Hemisphere

Narrating Self

- Stimulated by Thoughts & Ideas
- Driven by Identity and Stories
- Experienced in the Imagination
- Rooted in the Left Hemisphere



How can Aesthetic Intelligence be used to build your own brand?



Strategies of Desire





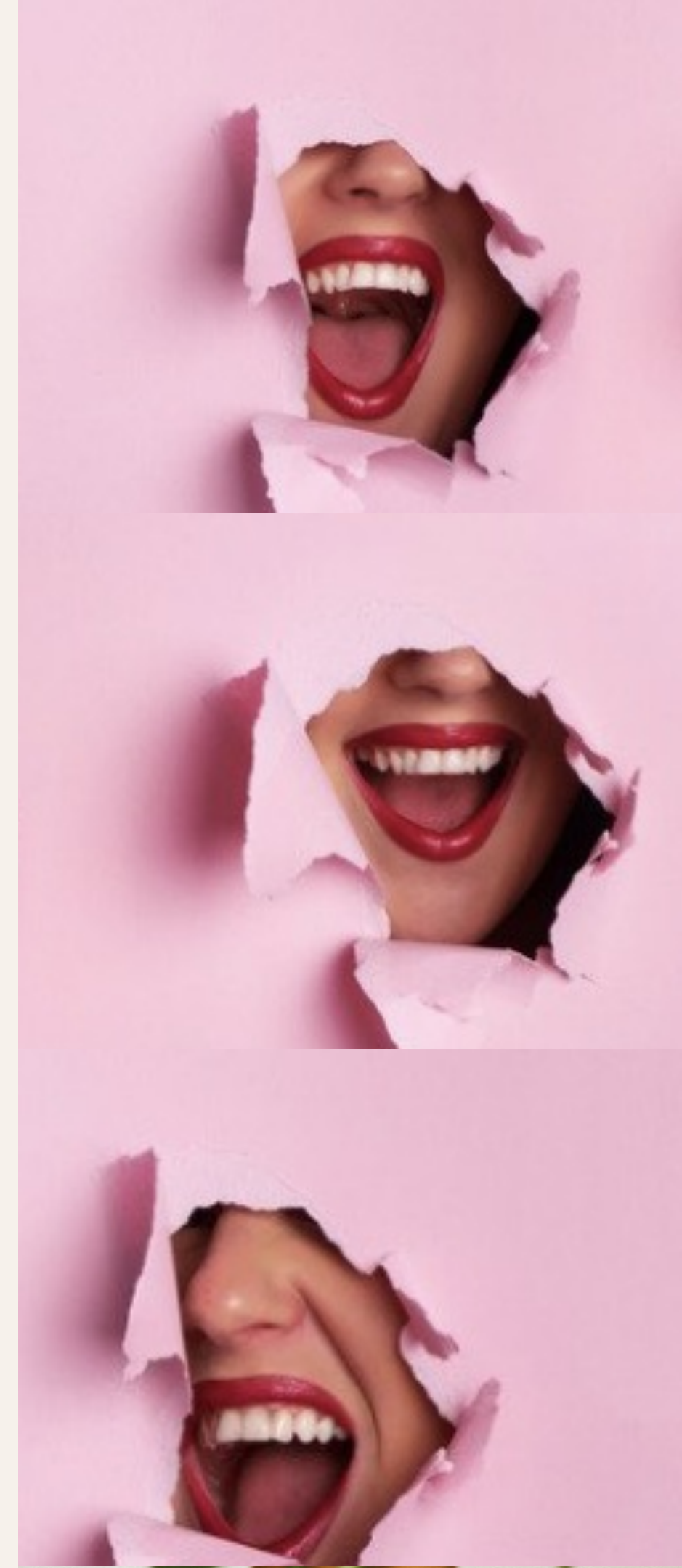
A few closing thoughts...

1. Luxury is built on Desire

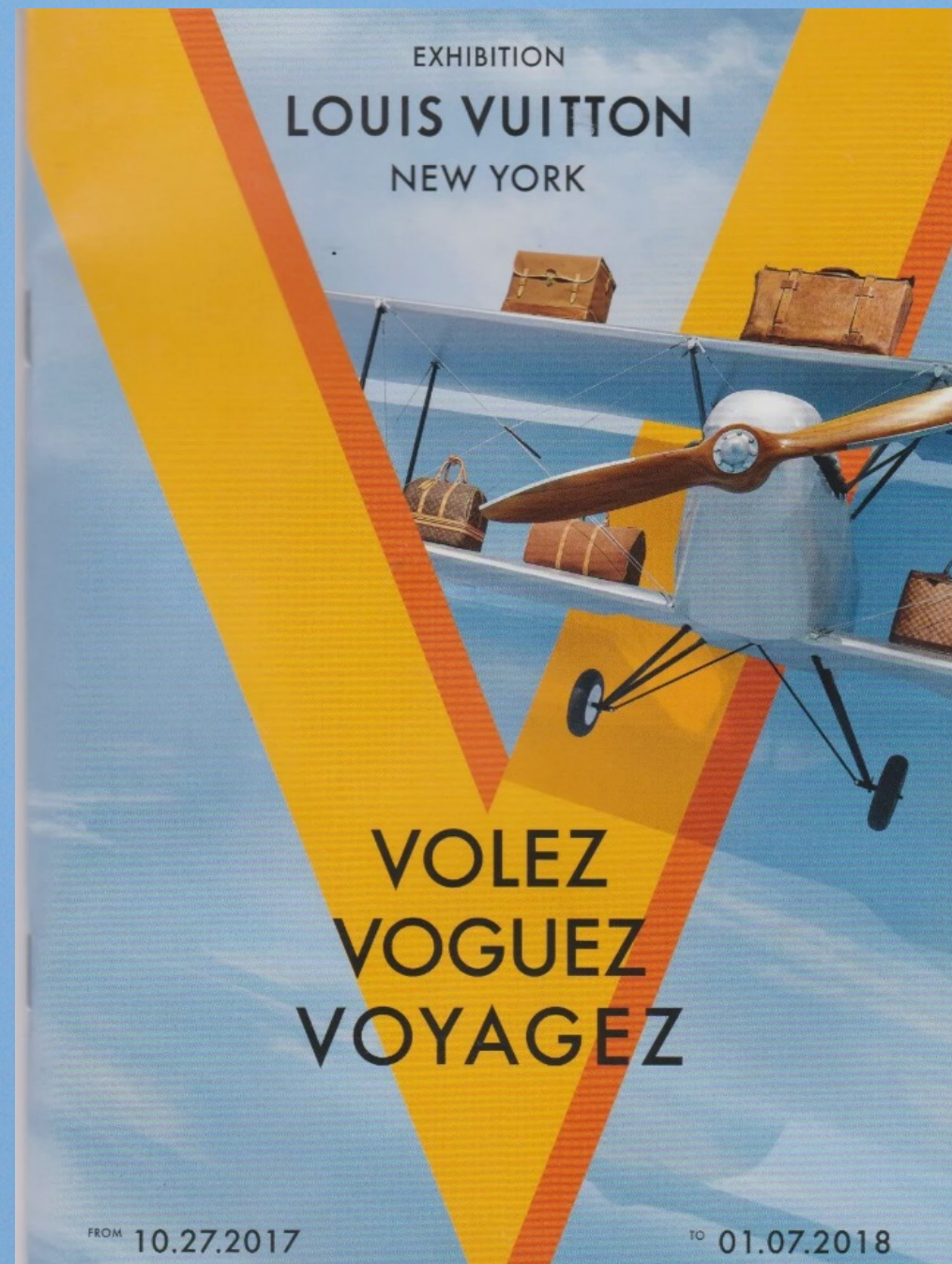
Don't Just Meet Your Customers' Needs;
Tap Into their Dreams & Desires

90%

of purchase
decisions are
driven by
feelings, not
analysis.



2. Inspire them with stories that are original and compelling



3. Create experiences that are memorable, immersive and sensorial.



4. Reconsider your KPIs.

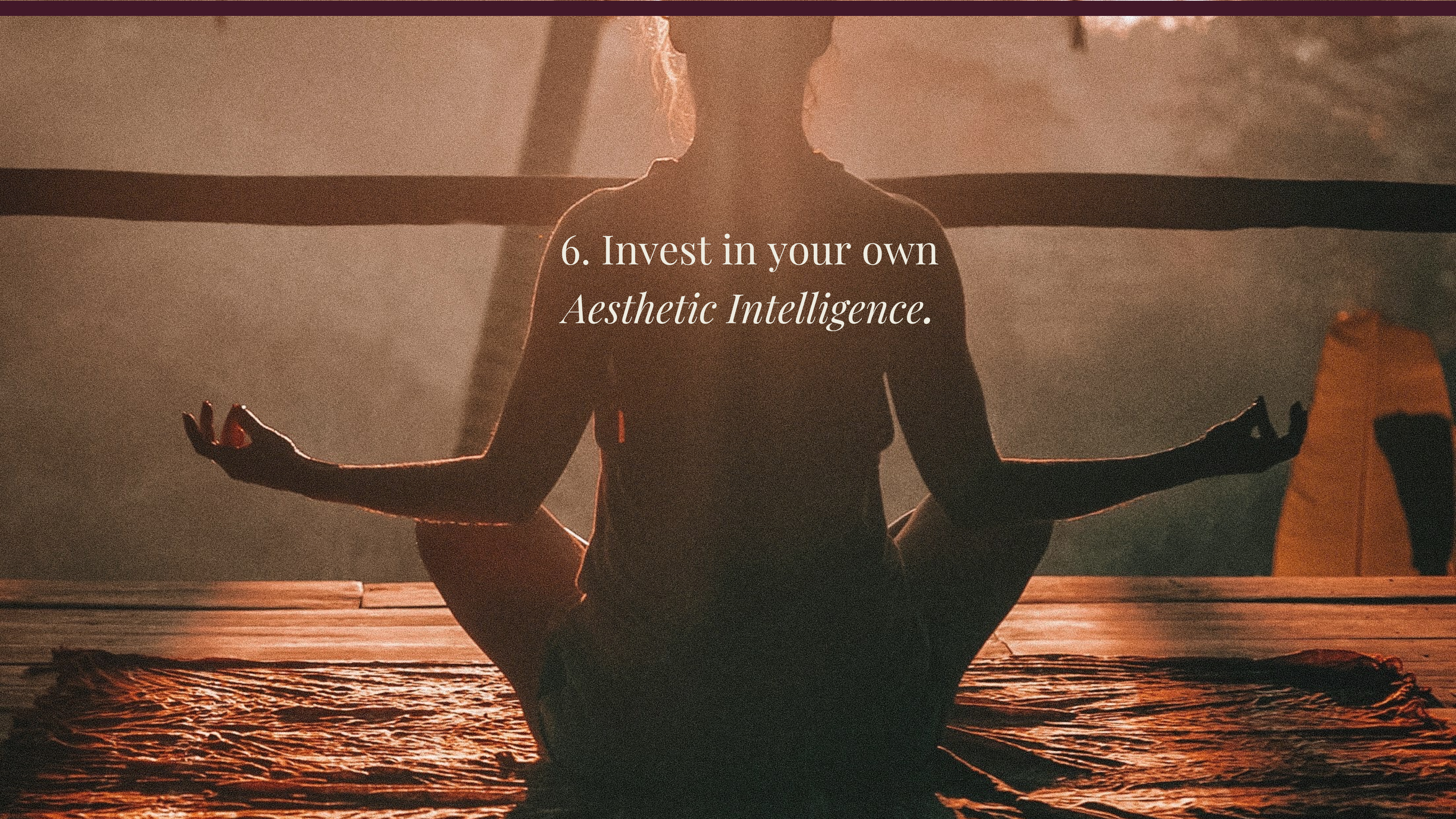
*Shift from return-on-investment (RoI)
to return-on-pleasure (RoP).*

METRICS
OF DELIGHT

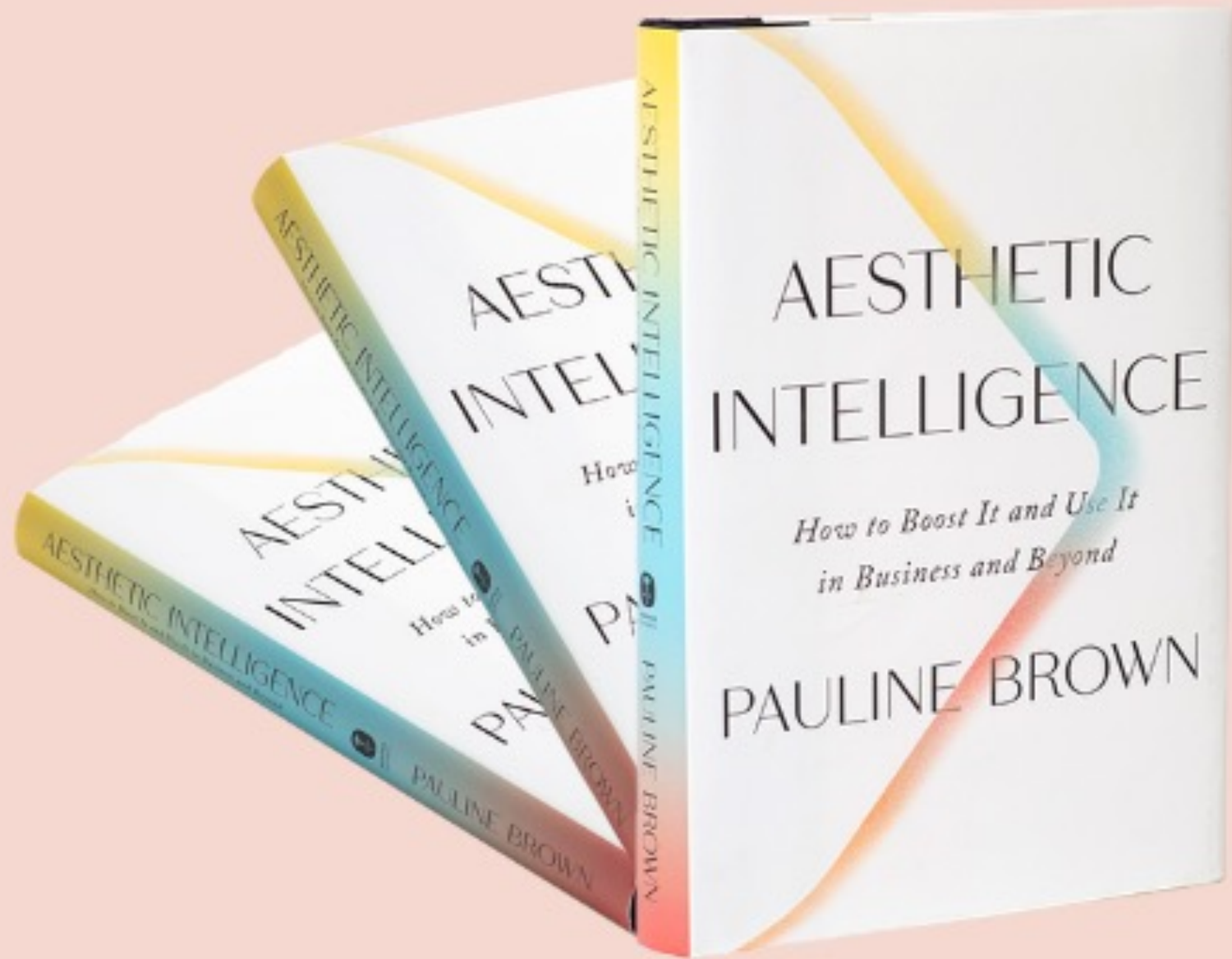


5. Balance commercial objectives with aesthetic ones



A person is shown from behind, sitting in a meditative pose on a wooden deck. The person's arms are extended horizontally, and their hands are in a mudra. The scene is lit with warm, golden light, suggesting a sunset or sunrise. The background shows a wooden railing and a blurred figure of another person in the distance. The overall mood is serene and contemplative.

6. Invest in your own
Aesthetic Intelligence.



The Other A.I.

with **Pauline Brown**



SiriusXM
SATELLITE RADIO

Aesthetic
Intelligence^{LABS}

