

THE LUXURY BUSINESS GAZETTE

Monthly business news, analysis & views from the global luxury industry

Controversial and Record-Breaking Jewelry Collection

➤ The jewelry collection owned by late Austrian billionaire Heidi Horten was sold for a combined 179.9 million Swiss francs (\$201 million). It broke the record set in 2011 by the collection of Elizabeth Taylor. However, the controversial provenance issue has turned into an international scandal. This is why Christie's has taken different types of action in order to prevent further reputational damage.

Strategic Advantages of Being a Family-Owned Luxury Brand

➤ Family identity, symbolic capital and long-term value creation are very important and highly relevant particularly in the luxury industry. So it is no surprise that numerous luxury brands around the world are family firms. The sense of dynasticism and family values can bring economic longevity and help maintain both strategic and competitive advantages.



EUROPEAN CULTURE OF LUXURY

It is true that luxury is a panhuman phenomenon and it cannot historically be described as an invention of the West. However, when it comes to the very branding of luxury enterprise Europe is the source of it. Most of the luxury brands today come from the pan-European part of the world. Wine, champagne, hotels, scotch, haute couture, objet d'art, horology and other luxuries are part of the traditions, schools, practices and industry of this continent. It's been an important part of the European culture that was boosted thanks to the Renaissance. The big four of European luxury creators in the world are: Italy, UK, France and Switzerland. Despite Europe's economic challenges today, European luxury brands have been performing very well since their goods and services are desired universally.

Luxury Brands Find Additional Ways of Selling Experiences

➤ Despite the fact that luxury brands are much better at experiential marketing than non-luxury brands, they still keep looking for additional ways of communicating the brand through experiences. Bentley and Fabergé began selling hobby and experience-based travel tours.

Concorso d'Eleganza 2023 at Villa d'Este Was Extra Special

➤ Many attendants and reporters agree that despite the rainy weather during this year's Concorso d'Eleganza at Villa d'Este, the star cars or the rare iconic collectible vehicles gathered all in one place were extra special as the choice of cars outclassed many of the ones from previous years. It was truly an event of historical significance.

2023 European Biz Aviation Conference Was Breached

➤ The second largest aviation convention in the world was breached by activists this year. As Corporate Jet Investor reports: "Around 100 climate protestors managed to reach the aircraft static display at EBACE on Tuesday" May the 23rd. According to Swiss Ministère, the Swiss police arrested 103 protesters for the damage they caused in the airport and to its operations.

LUXURY & CULTURAL DIPLOMACY

Private corporations can play an important role in building relations between nations. For example, in Asia the destination fashion show became luxury's tool for cultural diplomacy. The global luxury conglomerates need to step forward and increase their support in intercultural diplomacy that make up the global cultural economy. These initiatives

and investments made by luxury brands add enormous value to place branding or destination branding as well. Taking into account the fact that when it comes to communication strategies, the field of cultural diplomacy has more to learn from the field of high luxury brand management rather than the other way around, it is necessary to accept the collaboration and co-operation of luxury brands with the international diplomatic affairs.

USE OF NOSTALGIA IN LUXURY

According to a study from the Journal of Consumer Research, when a person thinks about the past and feels nostalgic, they are more likely to spend money or donate to a cause.

Emotional memories communicate effective messages. Nostalgia is a powerful thing. It can be as powerful as homecoming. Bringing back the paradise that previously existed is

more realistic than the promise of the kind of paradise that never was.

In the most recent YouTube Culture & Trends Report it was found that 82% of Gen Z watch content in order to feel nostalgic. Google's Consumer Insights platform recently published an article on what marketers can learn from luxury brands' use of nostalgia. As it is stated in the article: "Nostalgia is big business right now. The past is present in music, film, TV, and ads."

