

RETAIL

## Luxury leaders relying on experiences, personalization, says Luxury Institute CEO

September 28, 2018



*Sephora show examples of how store employees can be helpful, by showing customers something new. Image courtesy of Sephora*

By SARAH RAMIREZ

NEW YORK - From the luxury retail to automotive sectors, the business leaders are the brands that focus on creating unique and personalized experiences for consumers.

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By creating special digital and physical spaces, high-end brands reinvigorate their messaging and empower consumers to share brand stories as well. During a keynote at Luxury Marketing Forum on Sept. 26, the chief executive at The Luxury Institute also reiterated that brands need to balance their heritage with innovations that appeal to diverse consumers.

"Brands are not abstract entities; they are led by people," said Milton Pedraza, CEO at [The Luxury Institute](#). "Individuals are going to matter more than brands at a certain point."

*Luxury Marketing Forum was organized by Luxury Daily, with venue sponsor UBS*

### Extended experiences

Luxury brands have recommitted to creating spaces that bring consumers together.

U.S. jeweler Tiffany & Co. has received praise for renovation plans at its flagship location.

The Manhattan store has been at the same location on Fifth Avenue since 1940, but now it will be receiving a significant visual makeover. The renovation is expected to help Tiffany draw in more customers to the brand's legendary location.



*Image credit: Tiffany & Co.*

The new design will focus on bringing a modern sensibility to the historic store ([see story](#)).

Tiffany's Blue Box Cafe, the jeweler's first retail dining concept, has already proven to be popular with shoppers. Tiffany Blue is incorporated throughout the cafe's interior, including seating, tableware and decor ([see story](#)).

Mr. Pedraza also cited beauty retailer Sephora for using technology to enhance shoppers' experiences, a tactic that especially appeals to younger consumers.

The in-store environment is also aimed at providing a hands-on experience, allowing consumers to interact with products through guided workshops and in-store technology ([see story](#)).

In the automotive sector, Porsche has recently partnered with gaming companies in an effort to reach millennial audiences and also offer unique, exclusive experiences.

Porsche teamed up with Forza Motorsport and ESL, the world's largest esports company, for the 911 GT3 RS Challenge. The competition will engage gamers from around the world as they begin racing online, with the eventual winners getting behind the wheel of Porsche's cars ([see story](#)).

#### Multigenerational marketing

Despite the growing importance of millennial and Generation Z luxury consumers, brands should not shy away from being multigenerational.

This another area where Tiffany & Co. has been successful, by encouraging consumers to make its designs their own by using the brand's personalization services.

Although the brand has been offering personalization on its jewelry and accessories for more than a century, Tiffany is sharing both tongue-in-cheek and sentimental personalization options to capture the imagination of a wide audience of shoppers. Younger affluents may prefer having one-of-a-kind pieces, while older luxury buyers appreciate the longevity of their jewelry ([see story](#)).

"It's not about us telling our brand stories," Mr. Pedraza said. "It's about letting people own the brand and share their stories."