

**BBDO**

**LUXURY**  
**THE NEW BLUEPRINT**

*October 2023*

# THE LEGACY OF LUX

Part of the mystique of luxury has always been...

How does an industry that produces goods that cost extraordinary amounts of money, **continue to thrive in the midst of crisis, recession, uncertainty?**

**Irrational, illogical... magical.**

As Analysts and Investors continue to dissect the formula and health of this sector from a financial point of view. **Luxury brands and their consumers continue to wrestle with evolving conditions and expectations.**



“ During challenging economic times, luxury brands have provided solace, comfort and continuity for affluent consumers. **While at the same time being a source of inspiration for the average consumer.** Luxury brands know how to leverage their distinctive assets to drive sales – from accessible cosmetics to iconic handbags, **their logos permeate mainstream ideas of quality and success that help them navigate market fluctuations.**”

— *Kantar, 2023*

# IT'S NOT EASY BEING LUX

This is a sector that carries the weight of **responsibility, of legacy, of craft...**

And attempts **to balance it with the growing weight of expectation to deliver at the highest level**, and to do this in the most responsible way.

**It's not easy being a luxury brand.**

And the definition of what constitutes a luxury brand **is evolving, daily.**

It's big business, **what is clear is the inextricable link between the evolving value of the industry and its evolving definition.**



# THE NEW LUXURY BLUEPRINT IS BEING WRITTEN BY THE NEW CULTURAL PIONEERS

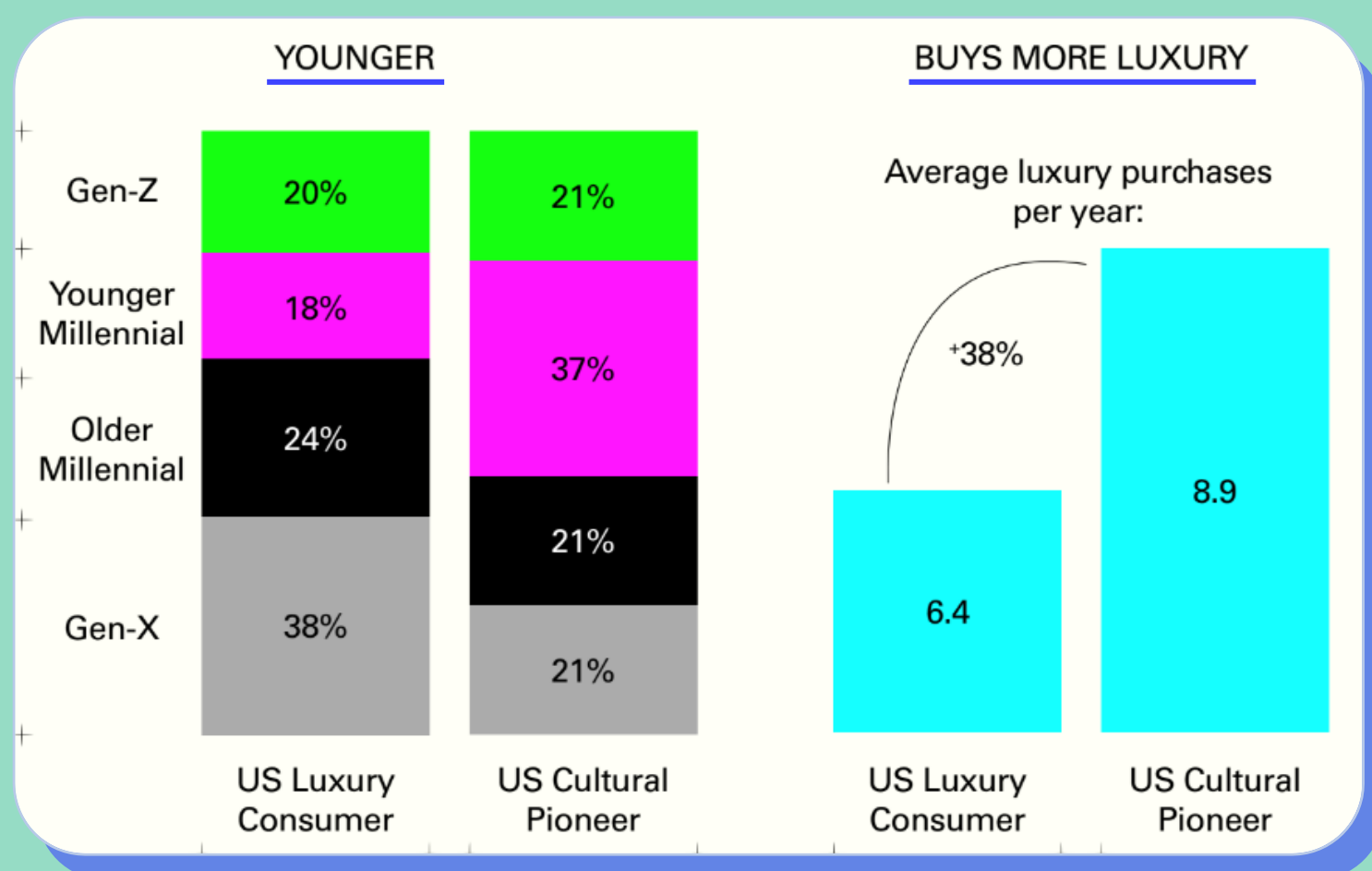
**Cultural Pioneers** are a distinct cohort of consumers whose values and cultural authority play a considerable role in shaping the future.



Within the new luxury blueprint these cultural pioneers are redefining what heritage means...



and what it means to be a super fan.



(Highsnobiety, [2022](#))

They are the **early adopters and thought leaders** of new products, brands, and ideas in the new luxury landscape, and **they are an important litmus test for future trends.**



# HERITAGE IS NOT PAST

SHIFTING FROM PREMIUM BRAND TO LUXURY LIFESTYLE

We often think of heritage brands as traditional, but luxury 3.0 sees heritage reinvented.

Heritage no longer weighs down, nor is it restricted to already established brands.

It is now about **self-realisation**. Brands can look backward to find their future identity. New brands can develop heritage overnight. **But conviction in your heritage is key.**



(Photo: Burberry)

# HERITAGE IS DISTINCTIVE

DIALLING UP THE DISTINCTIVE -  
JAGUAR ARCHIVES ITS FAMOUS SOUND



X

**CEDAR**  
**BBDO**

As Jaguar moves towards an electric future Cedar has helped the **brand archive the famous growl of its iconic F-Type V8 for the British Library**. The spirit of the 5.0-litre F-TYPE R 75 – the last combustion-engine Jaguar sports car – will be remembered forever. **The recording recreates the unmistakable, supercharged sounds that a driver experiences as the car performs a series of gear shifts and acceleration sprints.**

The work demonstrates **how a brand can look to the future whilst acknowledging and preserving its past and its distinctive assets**. Cedar elevated sound to an art form with their innovative recording techniques.

**“This is something we want to be available for generations to come. Archiving it with the British Library allows us to do that, and that’s something we’re very proud of.”**

*— Charles Richardson, Senior Sound Engineer, Jaguar*

# HERITAGE IS ADAPTABLE

BRANDS CAN CHOOSE WHAT THEY BRING WITH THEM, AND WHAT THEY LEAVE IN THE PAST

PHOEBE  
PHILO

The heritage **mystique**

CREATE NEW  
STORIES

“Luxury customers want luxury to feel iconic, they want heritage, and they want creativity, but **they need it to be recontextualised, and part of evolving culture.**”

— *Vogue Business, 2021, Link.*

The heritage **challenger**

JACQUEMUS

The **innovator**

GUCCI

TRADITIONAL

INNOVATION

Mulberry



BVLGARI

PATEK PHILIPPE  
GENEVE

The **generational appeal**

Cartier

The **ultimate heritage player**

“Heritage brands **uphold a level of respect** and long-standing loyalty that **sets them apart** in today’s saturated market.”

- *Adrian Cheng, Founder, K11 Group, Link.*

MYTHOLOGISE  
OLD STORIES

\*With all credit and thanks to [Cedar](#)

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# SUPERFANS...

FANS ARE HYPER-ENGAGED AND DEMANDING MORE CREATIVE DECISION-MAKING

Historically, fandom has been a one-way street. Our main job as fans has always been to consume; “buy the movie ticket, stream the album, cheer from the stands.”

But now, fans are evolving to become more active contributors and co-creators. **People are coming together like never before to form communities of real influence.** (NSR, 2022)

## ARE STAKEHOLDERS

FANS HAVE BECOME DEFINANT STAKEHOLDERS.

1 IN 2

(53%) of Gen Zers would buy and wear their favourite artist’s merch even if they didn’t like the design - [ICON Printing](#)

3/5

60% Of Gen Z (and 57% of all consumers) say “I would like it if my favourite brands asked for my ideas for new products.” (Foresight Factory, 2022)



# SUPERFANS HACK THE SYSTEM

WHEN THEY'RE NOT HEARD, FANS ARE TAKING MATTERS INTO THEIR OWN HANDS...



Superfans are remixing or riffing content to create their own spin-offs, and content like this in high demand:

47%

of Gen Z have watched videos made by fans of specific content, artists, or public figures over the past 12 months.

(YouTube Culture Report, 2023)

## USING AI TO HACK THE CREATIVE LOOP & INSERT THEMSELVES INTO THE BRAND



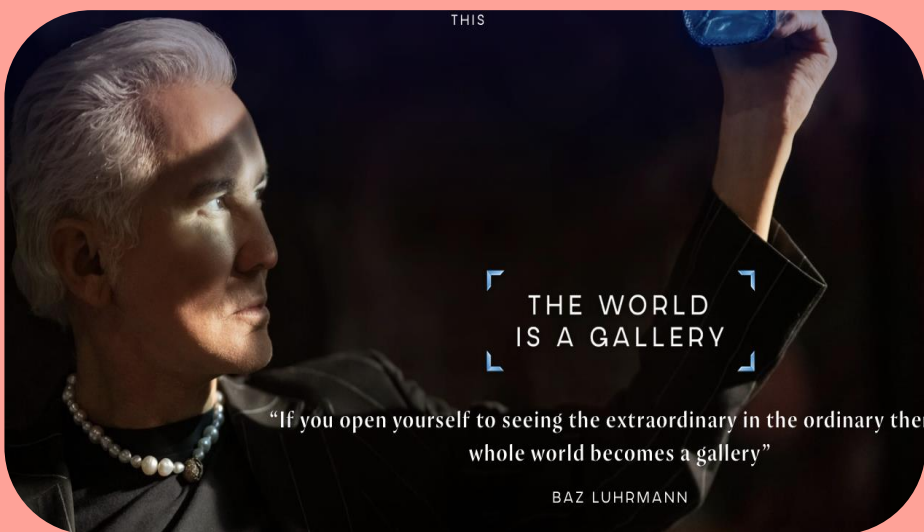
### GUCCI X THE MATRIX:

Fake featurettes have been a massive trend amongst fans. And “Gucciaga” (Gucci Balenciaga collab) was not exempt from this. (istitutomarangoni.com)

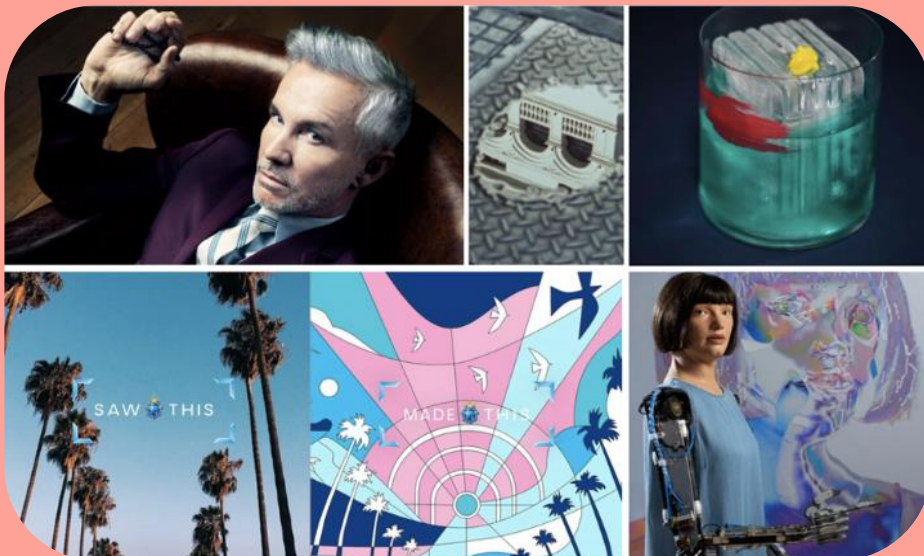


# SUPERFANS...

## CULTIVATE COMMUNITY OVER TIME



**Bombay believes that creativity is everywhere,** and even the most familiar moments are rich with beauty. BBDO & Bombay Sapphire released a film with renowned director Baz Luhrmann, inviting people to reframe the world around them and see the creativity in the everyday.



Bombay Sapphire, BBDO and Baz Luhrmann created the world's largest mass participation AI art event. Over four days, AI robot artist Ai-Da created artwork and synthesised submissions shared via the hashtag **#SawThisMadeThis.**



Bombay Sapphire worked with designer, Christian Siriano, to create the **first-ever couture gown inspired by the Bombay French 75 cocktail.** "With the release of this partnership, we hope that audiences will tap into their own creativity and uncover the inspiration that permeates the world around them."



# THE CURVEBALL... ANIME GOES LUX

Once considered a niche subculture, Anime is now a popular entertainment vehicle, taking over streaming services and box offices. **And now its fandom is infiltrating Luxury.** The Anime market is expected to grow to \$50Bn by 2029.

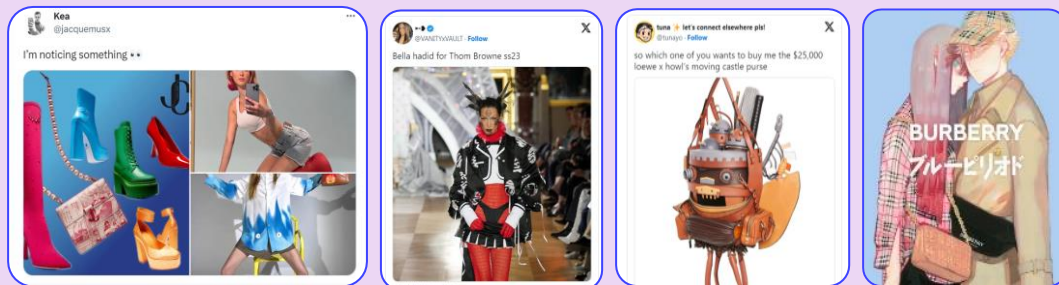
(Death to Stock, 2023)

Nearly

# 1 in 3

(31%) third of 16-34-year-olds **are interested in seeing brands create original anime content**

## WHERE WE ARE NOW WITH ANIME COLLABORATIONS



Fashion collaborations, namely ready-to-wear and handbags, have dominated Luxury's Anime appeal

## WHERE WE THINK WE'RE HEADED



DTS predict that anime will infiltrate **fine jewellery, hospitality and fragrances** next: Montblanc Pen, manga Slam Dunk public transport card, Loewe x Studio Ghibli candle



(Creative Salon, 2022)

currys

x

AMV BBDO

AMV BBDO produced Currys' 'No questions unanswered' ads, one of which features an anime inspired sequence to illustrate one of Curry's Experts travelling to Sony HQ in Tokyo to get the tech info she needed. Expertise!



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**“The intrinsically airbrushed quality of luxury is dissipating, being replaced by a need for the raw and unscripted... Brands and creators are pulling back the curtain, celebrating imperfection, error and more nuanced dialogues that can’t be neatly slotted into a dichotomy.”**

*— Matter of Form, ‘The Luxury Report: The State of the Industry in 2023 and Beyond’*



If you want to learn more about the way BBDO thinks please contact us at [bbdo@bbdoknows.com](mailto:bbdo@bbdoknows.com)

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