

# The Media Rumble

Music, Tech, Film, And All The Silly Things In Between



Image Source: Chanel

## **“Luxury is about making you dream”**

Last week I attended a lecture at London Business School on creating a luxury brand given by Ketty Pucci-Sisti Maisonrouge (Professor at Cloumbia Business School, Luxury Branding Expert and Founder of both Luxury Education Foundation and KM&Co).

The first thing she asked the audience was to define luxury. A simple question but one that quickly made those who love fashion and luxury stand out. Words thrown around included expensive, fashionable, quality, scarcity and even I (not a luxury expert at all) found myself asking how no one seemed to mention what luxury marketing has been selling for over a century: fantasy. Luxury is all about escapism at it’s purest, most seductive form and no one said anything about it until Ms Maisonrouge mentioned dreams.

The rest of the talk had some gens on how fashion houses (case studies centered on Louis Vuitton and Hermès) and luxury conglomerates operate and how luxury differs from most other industries in terms of operations, pricing strategies (or lack thereof) and compatibility with Private Equity firms. All of which you can read about in more detail in her new [book](#) so for now I leave you with one of my favourite fashion videos (courtesy of Dior):