

marketing de luxe

3 principes à connaître

pour améliorer la valeur
perçue d'un produit



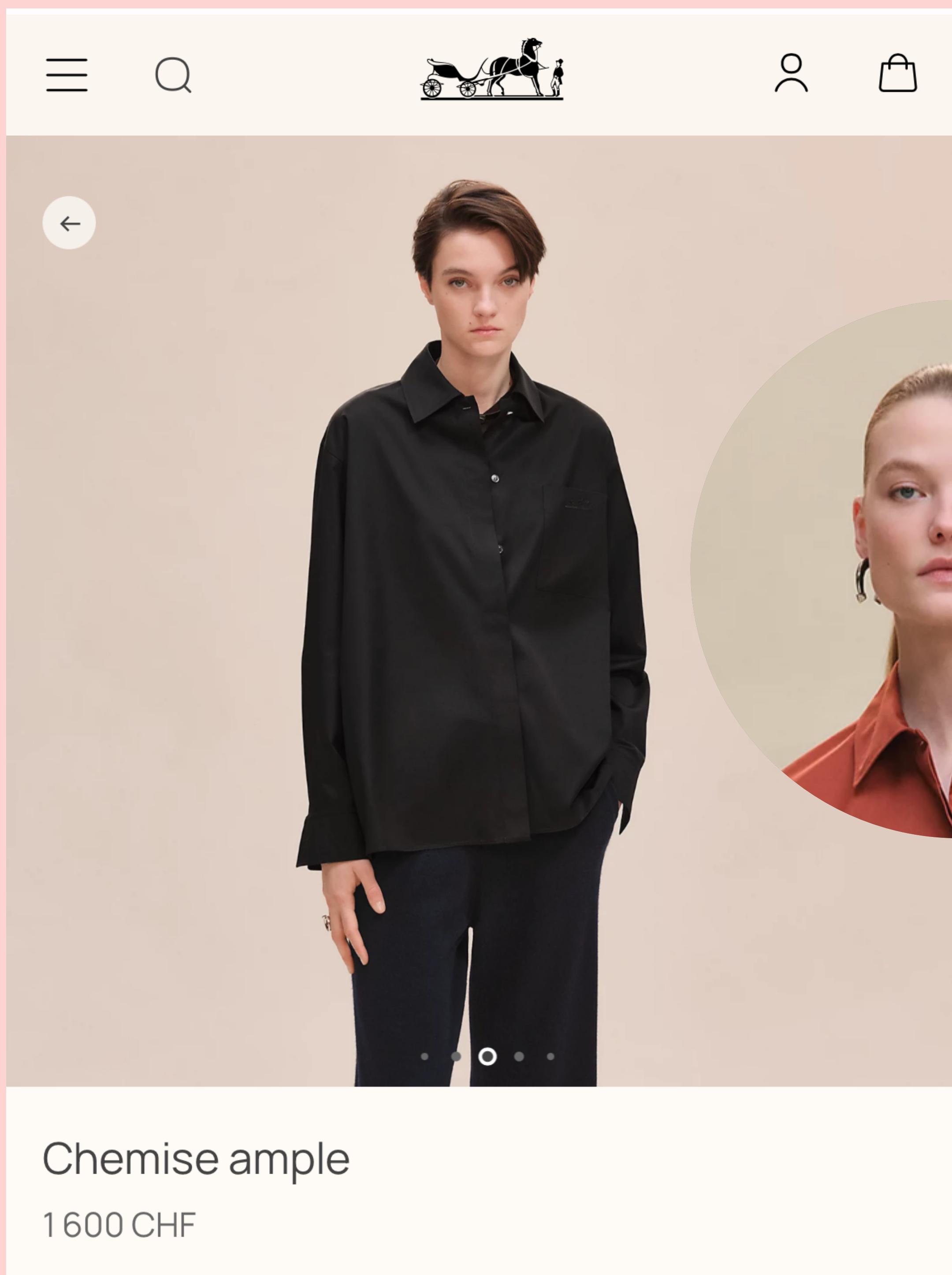
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Principe N°1

Pas de sourire

+ regard hautain et froid



A screenshot of a fashion website. At the top, there are navigation icons: a menu (three horizontal lines), a search bar (a magnifying glass icon), a horse-drawn carriage logo, a user profile icon, and a shopping bag icon. The main image shows a woman from the waist up, wearing a black, long-sleeved button-down shirt and dark trousers. To the right of the main image is a circular inset showing a woman from the chest up, wearing an orange shirt and large hoop earrings. Below the main image, the text reads "Chemise ample" and "1600 CHF".

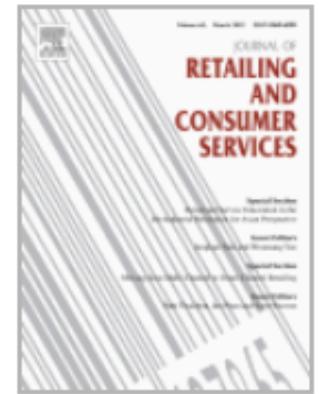


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Pourquoi ?

Ne pas sourire crée une distance avec la marque. Ce qui est distant ou peu accessible, est plus désirable.

 **Journal of Retailing and Consumer Services**
Volume 65, March 2022, 102861 

To smile or not to smile: The role of facial expression valence on mundane and luxury products premiumness

Hong Zhu , Yayu Zhou , Yening Wu , Xin Wang 

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<https://doi.org/10.1016/j.jretconser.2021.102861>  Get rights and content

Abstract

A smile is an essential professional requirement for sales assistant and endorser as a means to give a stunning impression and to please customers. However, luxury brands, engrained as consumption symbols to create social distance, tend to act oppositely: they prefer endorsers and sales assistants in a neutral face rather than a smiley face. The purpose of this study is to investigate how and why facial expressions valence impact luxury product price estimation. A pilot study and three studies were conducted to test the hypotheses. We first test whether neutral faces combined with luxury goods can

Principe N°2

Du noir & blanc ou des couleurs désaturées

rend la marque plus premium



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Pourquoi ?

Parce que le monde réel est en couleur.
Lorsqu'une marque élimine la couleur,
elle envoie un message implicite :

"Je ne suis pas votre quotidien."
"Je suis au-dessus, je suis à part."

SPECIAL ISSUE ARTICLE

What is the glamor of black-and-white? The effect of color design on evaluations of luxury brand ads

Yu Wang, Tao Wang, Wenlong Mu✉, Yifan Sun

First published: 24 January 2022 | <https://doi.org/10.1002/cb.2030> | Citations: 5

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Abstract

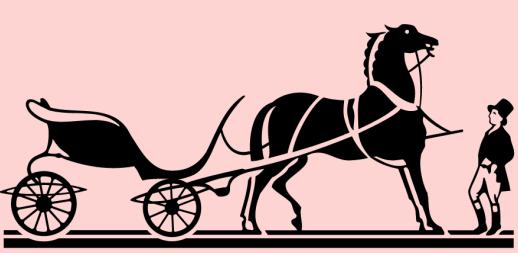
Visual esthetic stimuli are believed to be an important factor in increasing luxury brands attitudes. However, less attention has been given by existing research to how the presence or absence of color (i.e., color vs. black-and-white) influences consumers' perceptions of products and evaluations toward luxury ads. Drawing on the perspective of esthetic meaning and the theory of psychological distance, this study provides key evidence for addressing this gap. Three studies have found that black-and-white (BW) (vs.

Principe N°3

Typographie fine et en majuscule

YVES SAINT LAURENT

BVLGARI


HERMÈS
PARIS

AP
AUDEMARS PIGUET
Le maître de l'horlogerie depuis 1875



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Pourquoi ?

Les logos en majuscule donnent une impression de haut de gamme.

Historiquement elles ont été associées aux institutions, à la puissance et au prestige.

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Uppercase Premium Effect: The Role of Brand Letter Case in Brand Premiumness

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Author

Listed:  Registered: 

- Yu, Yining
- Zhou, Xinyue
- Wang, Lei
- Wang, Qiuzhen

En 2024, Dior change le design de
son logo pour le passer en
majuscule

Dior → DIOR



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**Quant au petit secret
psychologique derrière cette
chaussure de luxe... je vous en
parle dans un prochain post !**



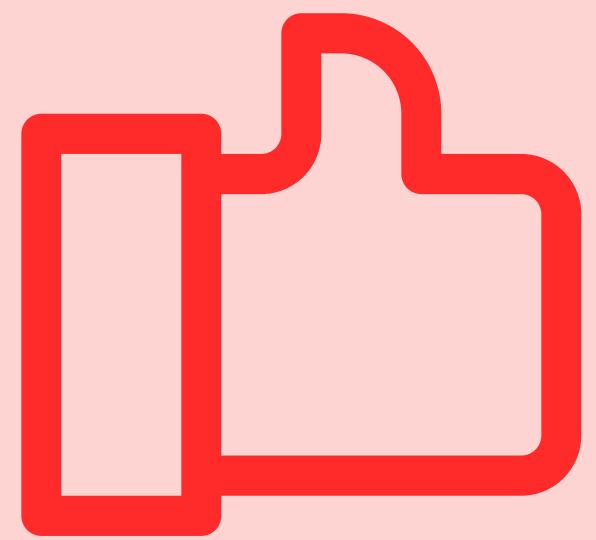
850Fr.-



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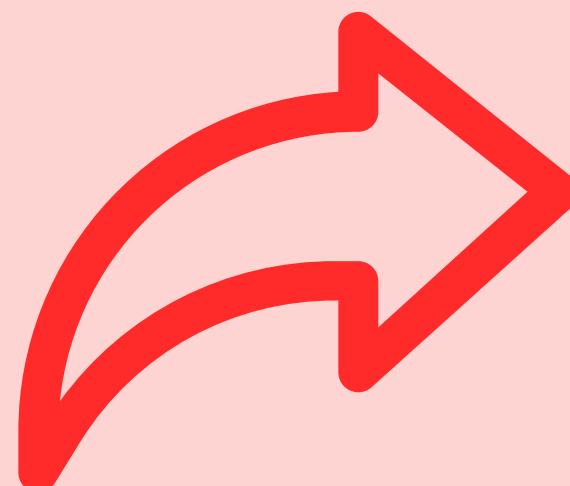
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Commentez



Partagez



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Ça me fait toujours plaisir :)



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