

# marketing de luxe

## 3 principes à connaître

pour améliorer la valeur  
perçue d'un produit



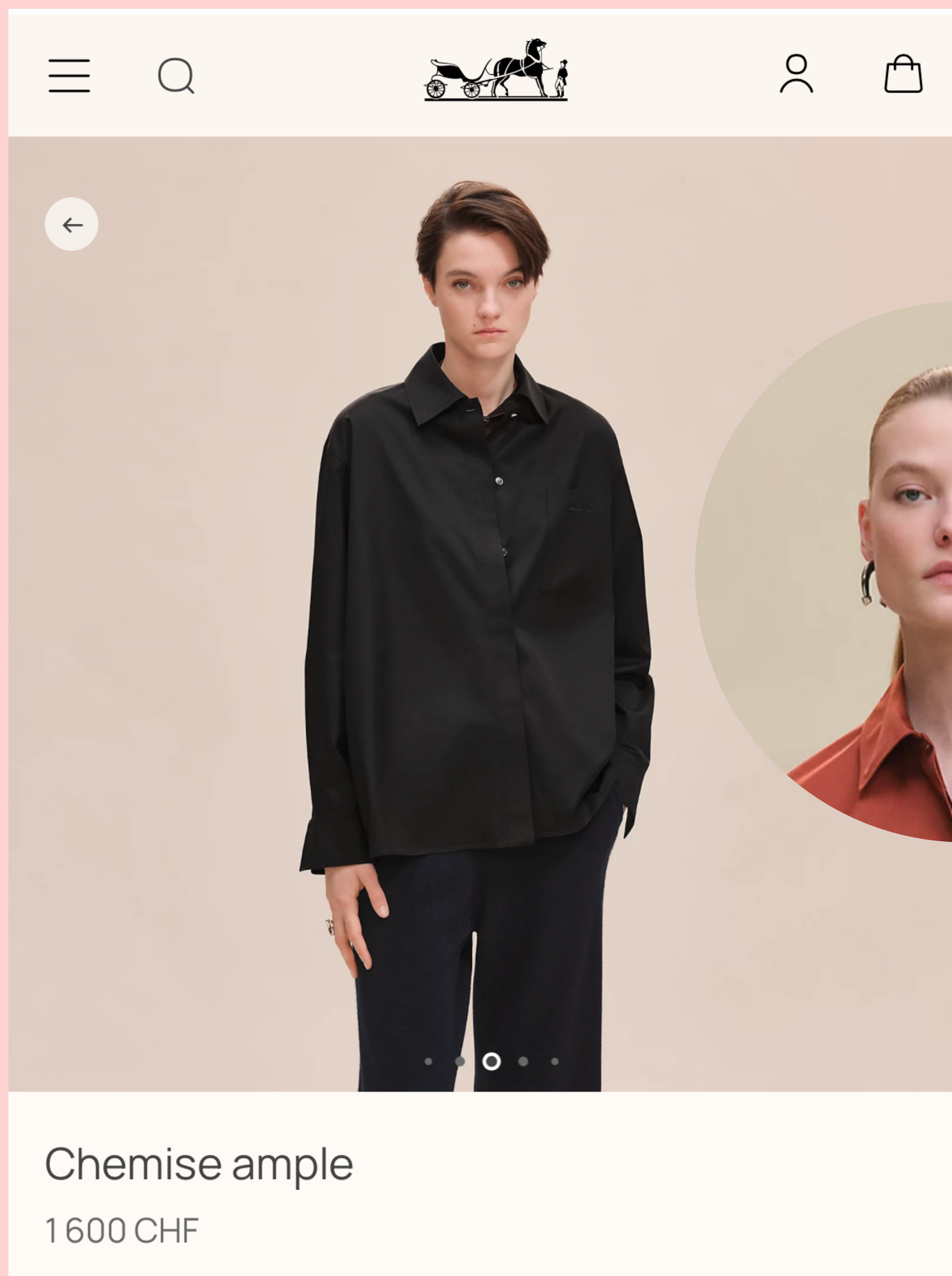
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# Principe N°1

## Pas de sourire

+ regard hautain et froid



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# Pourquoi ?

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



Bermuda, Noir

Journal of Retailing and Consumer Services

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

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<https://doi.org/10.1016/j.jretconser.2021.102861> ↗

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### 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



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 associés 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

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- Zhou, Xinyue
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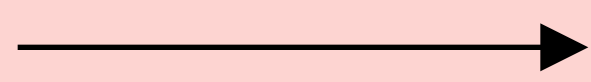
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### Abstract

Researchers have recently begun investigating how visual elements affect brand positioning. However, little is known about the effect of brand typeface features on brand premiumness. This paper proposes and verifies that letter case affects consumers' perceived brand premiumness. Eight experiments, including one eye-tracking experiment, reveal that consumers perceive brands that use all uppercase letters ("uppercase brands") as more premium than those that use all lowercase letters ("lowercase brands"). We refer to this effect as the "uppercase premium effect." This effect is induced by the perceived conspicuousness of uppercase brands, a process which in turn is moderated by the product's social visibility. The effect is reversed for consumers who prefer subtle signals ("inconspicuous consumers") because these consumers are likely to perceive a conspicuous uppercase brand as gaudy. Whereas status-motivated consumers are more likely to choose uppercase brands due to the increased premiumness perceptions, the increment

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 !**



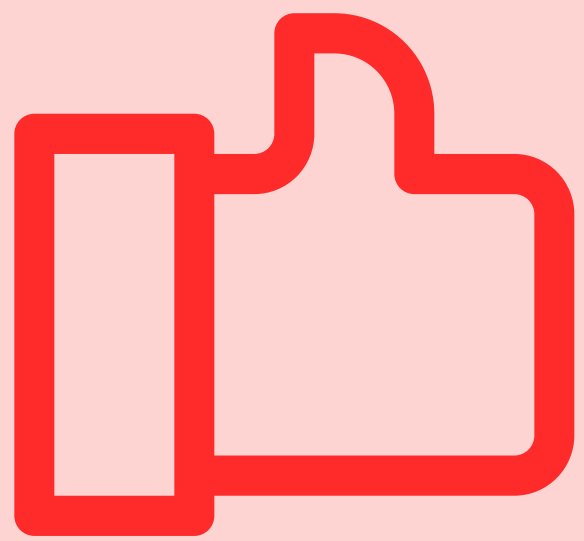
**850Fr.-**



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# **Vous avez aimé ce carrousel ?**



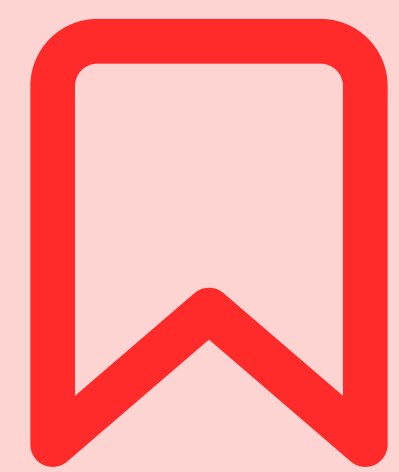
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Commentez



Partagez



Enregistrez

Ça me fait toujours plaisir :)



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