

Welcome to your Golden Thread!

Below you will find the results of our algorithm, in order to provide your brand with its own success formula. Follow the thread to understand your strategic path in the luxury multiverse.

Target Profile

A target profile is a detailed breakdown of a specific type of customer you're trying to reach with your business strategies.



POD

The magic ingredient is the point of differentiation. POD is a unique concept developed by Perapolis that argues that in order for a luxury brand to be successful, it must satisfy the client's catalytic deep need with the brand's point of strength.

Market Segment

The market segment is dividing a broad business market, into sub-groups of consumers based on some type of shared characteristics. Market segmentation builds a subset of a market.

YOUR TARGET PROFILES

71.43% – "The Mastermind"

Need for affiliation



The Mastermind believes that being deep and highly acculturated about mystical human topics is essential to living a meaningful life. Superficiality can be beaten by going beyond appearances by choosing a community of similar people, self-indulgence, and product. This predisposition is reflected in a purchase behaviour that values knowledge over everything. As a result, The Mastermind desires to wear items and live experiences that can be decrypted from an exclusive niche of people. The same community that shares the same life philosophy.

28.57% – "The Fulfilment Seeker"

Need for affiliation



The Fulfilment Seeker is a target profile revolving around the need of being fulfilled – a search for that thrilling rush after a perfect product purchase. With a mid-level need for affiliation, this client is the one that puts money aside for their most desired product. There is a clear observation of a higher purpose of satisfaction, a nearby love relationship. Being part of the brand's community grows into attached leverage to the product. The Fulfilment Seeker recognizes status and heritage in a brand's DNA as their main value assessment is done through the product. For this reason, cues and iconicity play an important factor in a brand's communication with the client; this is where the two create a connection. With this journey in mind, the Fulfilment Seeker looks for ownership, an added value beyond the dream, purely tangible.

YOUR MARKET SEGMENT

ONE-OF-A-KIND



Exclusivity



Status



Strong brand cues

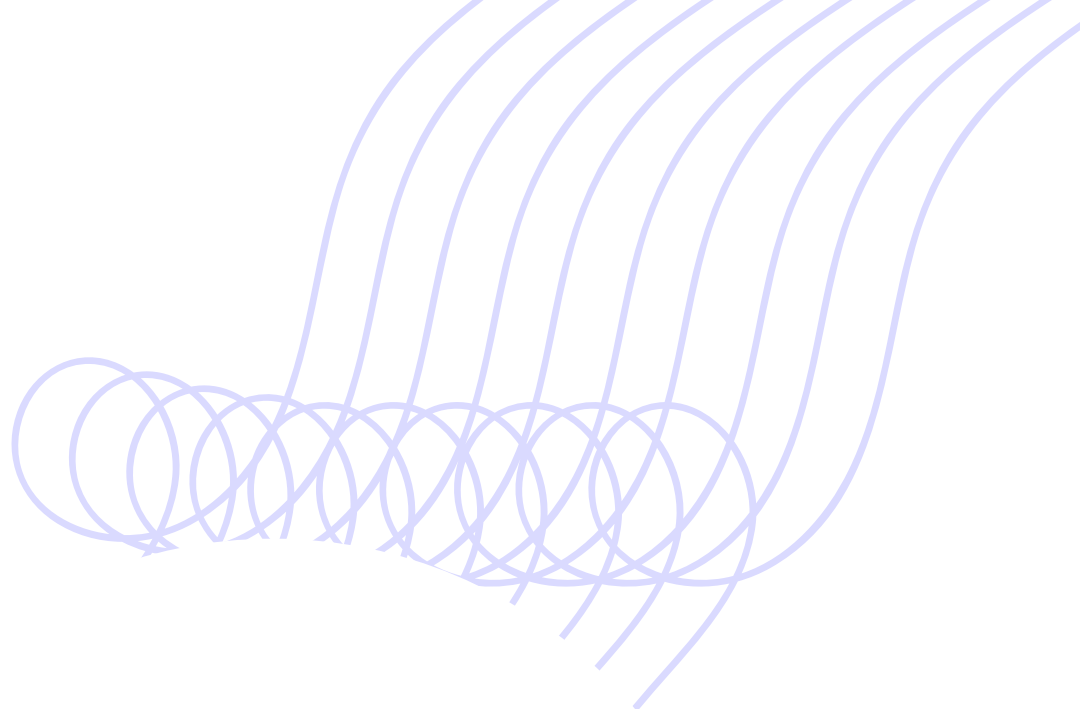


One-of-a-kind luxury is the market for extravagance and personality, whether it's custom marble baths, rare monogrammed turtle sunglasses, or a made-to-measure immaculate suit. The product's worth increases as a result of its originality. The more exclusive the better. Ownership is a crucial part of this market, the product needs to be exclusively owned by the purchaser. Individualism reigns supreme here, with the brand's environment centred on a single individual. The primary differentiator for a product in this market is its ability to be customized or manufactured uniquely. Perhaps the biggest advantage to this market is that it is rarely oversaturated, the target audience is small but can be retained for years if properly catered to. Unique luxury brands must be conscious of the hazards inherent in this industry, which include high prices and the complexity of manufacturing procedures.

SO WHAT NOW?

TREAT YOUR CLIENTS

For a luxury brand to stand out, the point of differentiation embodies the profound desire of the corresponding target profiles, based on basic biological catalysts. Knowledge of the intangible incentive between the brand and the target is required for an understanding of the main idea of how to manage the customer-brand relationship. The "To treat" point of differentiation revolves around the eroticism driving catalyst. Your customer's main need is to indulge and there is a low-mid need for self-realization. A brand is a collection of functional and experiential characteristics that promises a value reward that is meaningful to the customer. "To Treat" indicates that the value rewards your client is seeking are to be treated and cherished.



PÉRAPHOLIS

The Golden Thread Report

