

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

66.67% – "The Communal Wearer"

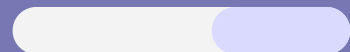
Need for affiliation



In the past, we lived in tribes and as time evolved we slowly strayed away from this idea. Yet, for the Community Wearer identifying their tribe is absolutely crucial. This stems from the need to work towards the greater cause and reach a utopia. The Community Wearer seeks positive change in everything they do and this is no exception when it comes to luxury; from concept to creation and even communication is it absolutely necessary to highlight what greater cause is being worked towards. The Community wearer has a high need for association and craves community-based experiences; exclusivity doesn't matter to them. Affiliation is something this target strives for, for they welcome anyone and everyone to join their cause. The community wearers are drawn to products identifiable to their cause to make a positive change; it's about the feeling of being able to identify one of your own people. This target profile has a need to be profound, they seek depth in every product.

33.33% – "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

BRAND LUXURY



Exclusivity



Status



Strong brand cues

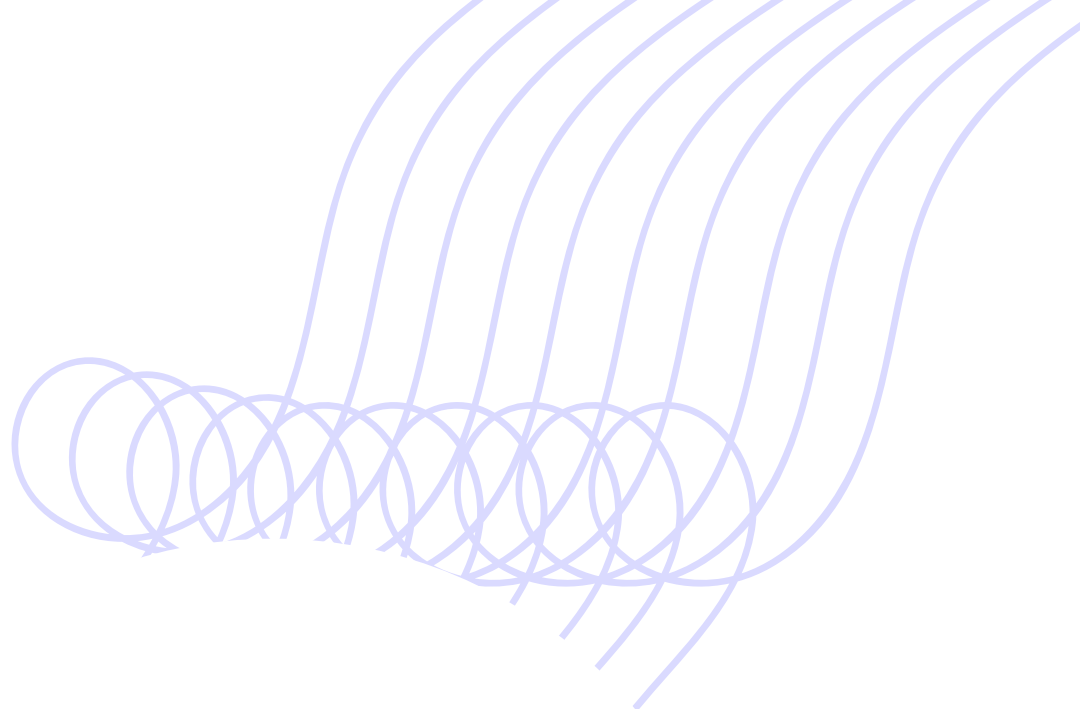


A market segment is driven by identifiable cues like logos and monograms, Brand Luxury caters to a need of establishing one's self-worth. It stems from a reason to purchase status and affiliation and feeds into the desire of being seen. The client of this segment puts worth into recognizable items and brands, as well as trending and favoured products. They find stability and upper bringing in a brand that favours their confidence and social status. Due to the need of being recognized and being translated into iconic product cues and a strong brand presence, the market's exclusivity is low, not concluding an important factor for its clients. Design notes, interpreted monograms and visible logos position Brand Luxury into an aesthetic philosophy of modern kitsch – excessive, showy, known.

SO WHAT NOW?

RECOGNIZE 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 recognize" point of differentiation revolves around the authenticity driving catalyst. The customer's main need is to leave a mark and has a high 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 Recognize" indicates that the value reward your client is seeking is to be acknowledged and reinforced with societally recognized product cues. There are two components that contribute to your unique point of differentiation; consequently, for a comprehensive analysis, pair the point of differentiation with your mentioned UPP to develop unique selling propositions and communication campaigns.



PÉRAPHOLIS

The Golden Thread Report

