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BEHAVE



How the digital world give
purpose back to luxury brands

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Luxury brands have not yet fully explored their digital possibilities. This study - lead by JWT Paris - strives to demonstrate, through examples, the potential of this media beyond the usual uses (window shopping, online stores or social media amplifying tool).

This study delves into the opportunities offered by the digital world that are not yet used by luxury brands, in order to find a new balance with their customers and fully regain their status.

The 6 main digital luxury levers that are Stories, Fantasies, Access, Services, Co-Creations and Teasing are analysed and evolve as we delve deeper and deeper into how a luxury brand can use them to give always more privileges to their customers.