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## Luxury is about the narrative

Luxury brands have for ages tried to convince us that it is ok to have LV monograms lobbed on wallets, bags and even caps. They also tried to tell us that it is ok to have the same bag or jacket as that guy and that guy and of course that guy too. Well, things have changed. The consumer, not the new world sycophant, has instilled control again and demand more than just the proverbial bespoke but a story, a tale of memories and tribute.

Handmade linen made by nuns close to Sicily has no brand name nor does it have a website but it has the story of life in it: of going there, finding something so precious and always celebrating it. That is attached to the product forever and that is where luxury brands are finding themselves in this exact space of tumult of wanting to deliver that. Where they need to offer the new world a selection of ghastly but not isolate the old world that want an experience they can cherish.

The bespoke personalized and limited edition model of the last few years have (finally!) worn thin and iconoclasts (not Tyler Brule who incessantly tries to jump start the trend with his overproduction of nice-to-know-but-useless nothingness in “Monocle” magazine) are scurrying away from what is on offer on High Street, or the Waterfront for that matter but looking deeper in themselves.

The club membership is being replaced by an involvement by the consumer, whether cooking at the luxury hotel in New York, or writing a poem inside a bracelet, or as London designer Anya Hindmarch recently pointed out in her blog “her husband’s grandfather widened a trunk that he could fit a bigger shoe” are starting to make more sense in terms of personal collection and inclusiveness. Opposed to public collection I’d say it feels like it fuels a story that can be retold for generations and not in a corny obvious false promise sense that luxury brands often hook onto.

Li Edelkoort said it, “curating is the whole future”. We are going to more and more be curating and managing our lives in a way that can give a personal luxury created by myself opposed to a luxury forced onto me, or taken on by me as there was no alternative. Even the product may play second fiddle, as long as I feel that I selected, organized and arranged it.

By [Daniel Scheffler](#)



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