

# THE MEANING OF LUXURY

## About

Luxury is multi-faceted;  
it can be an emotion, a way of elevating social status, or a lifestyle.

We at Agility Research & Strategy were curious about the associations consumers made with the concept of luxury. To find out, we administered the Agility Affluent Insights study online among 1500 (equally distributed) affluent respondents in 5 countries - China, Hong Kong, Singapore, Indonesia and the US.

Below are the results of their open ended responses.





# STAGE 1 – INDONESIA

## Start of Money

Reflects attitudes of first time access to branded luxury in an emerging economy





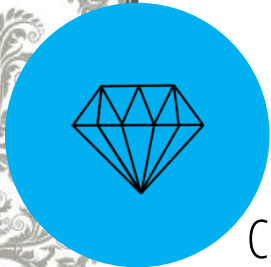
# STAGE 2 – CHINA

Flaunting

Establishing my position on the social ladder with luxury ownership

HISTORY IDENTITY  
WORKMANSHIP  
BAGS DESIGNER  
VILLAS  
HERMES  
ATTITUDE CHANEL STYLE  
DESIRE UNIQUE LV BRANDS JEWELRY  
STATUS TASTE SYMBOL  
WATCHES VANITY ELEGANT  
HIGH-END  
QUALITY  
LUXURY  
EXTRAVAGANT CARS FERRARI FASHION





# STAGE 3 – HONG KONG

Fitting in

Competitiveness and differentiation with exclusive or limited edition luxury ownership

**JEWELRY QUALITY** GUCCI  
WINE PRIVATE HOUSE  
**LUXURY** WATCHES  
**CARS**  
VALUABLE DESIRABLE BRANDED LV  
LIFESTYLE AIRCRAFT **DESIGNER** FASHION WASTEFUL  
LIMITED **STATUS** UNNECESSARY  
**TRAVEL** EXTRAVAGANCE  
HANDBAGS **EXCLUSIVE** HOTELS  
**RICH**



# STAGE 4 – SINGAPORE

## Way of Life

It's about the feeling luxury provides in a mature economy





## Agility Research & Strategy



## Affluential

