

A Work Project, presented as part of the requirements for the Award of a Master's degree in  
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**Luxury Event Marketing:**  
**How do luxury brands influence consumer behavior through events?**

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## **Abstract**

This research examines the position of luxury events in nurturing lasting relationships between brands and consumers. Using both qualitative and quantitative techniques, this work project analyzes online and physical luxury event strategies, presenting data from industry specialists and consumer surveys. Suggestions include long-term emotional relationship-building strategies and new ways to interact and engage with the audience. The results highlight the significance of transcending consumer expectations and encouraging emotional relationships to succeed in the luxury industry.

Keywords (luxury event marketing, fashion shows, luxury consumers, luxury experiences, luxury brand events)

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## **1. INTRODUCTION**

Nowadays, brand experiences are the secret element of luxury brands that make them grow beyond products and convert them into immersive voyages of charm and elegance. Via carefully prepared event marketing strategies, luxury brands release the full potential of their aura. These experiences nurture profound emotional relationships, boost customer loyalty, and strengthen brand engagement. This subject, although with much interest for both the luxury researchers and the luxury brands operating worldwide, has narrowly been studied. Encouraged by the curiosity to learn about luxury brand events, this work project aims to investigate how luxury brands can capitalize on luxury events to nurture long connections with customers and increase sales. For this objective, it is necessary to comprehend luxury consumers' engagement and interests in this marketing strategy and their consumption habits. This work project first explores the concept of luxury event marketing and how it differs from conventional event marketing, presenting the main approaches and event categories, the changing behavior and the challenges of luxury consumption, developments in luxury event marketing, and the evolution and impact of luxury trends. In chapter 3, an investigation on the luxury event guests, luxury event online audience, and industry experts is conducted through quantitative and qualitative methods to understand luxury consumption behaviors influenced by luxury events and how to capitalize on them to increase luxury consumers' engagement.

## **2. CONTEXTUAL BACKGROUND**

### **2.1. Event Marketing**

Event marketing is a method to boost brands, products, or services and organizations can experience them as hosts, co-hosts, participants, or sponsors (Muhammad, n.a.). Whether online or in-person, event marketing helps to bond with a community, showcase a brand, and drive outcomes. It improves customer engagement, generates leads, creates brand awareness, educates prospects, and upsells consumers. If done right, events can be the most impactful marketing strategy. A good example is the Valentine's Live Video event by Dunkin' Donuts, which had 43,000 spectators. That's 43,000 individuals engaged in observing doughnuts being made and gaining attraction in Dunkin's brand and creations (Muhammad, n.a.). But what makes luxury events different from the Dunkin' Donuts event?

### **2.2. What characterizes luxury brand events**

Luxury brand events aim to have outstanding quality, attention to detail, and exclusivity. They stimulate mass desire yet offer exclusive access (Kapferer & Valette-Florence, 2016). Despite the widespread visibility boosted by digital coverage, they remain highly exclusive. They cater to a very special audience that aims not just for an event but a rare experience. Luxury events transit a wide range of experiences, each created to fascinate guests into a universe of elegance. Every element is carefully considered, from opulent décor to personalized aspects that make each attendee feel important. These events also leave a memorable image, being a getaway from everyday life. Attendees get dressed up and mingle in an ambiance of premium style that is sometimes covered by the press. (Smith, n.a.).

### **2.2.1. Figures on luxury brand events worldwide**

Above 70% of event specialists consider in-person events to be a critical piece of their marketing strategy (Gordon-Bennett, 2022). These experiences are generally immersive, tailored, and planned to build an everlasting impression on the attendees and foster their bond with the company on an emotional level (Serrano, 2023). Markwide Research (2024) reported that the international corporate luxury events market size was \$152,508.6 million in 2020 and is projected to get \$526,165.5 million by 2030, recording a CAGR of 14.5% from the year of 2021 to 2030.

### **2.3. Different categories of luxury brand events**

There are three categories of luxury brand events: Events by brands, Events where brands participate, and Hybrid events.

#### **2.3.1. Events by luxury brands**

Events done by luxury brands are typically product launches, seminars, exhibitions, parties, charity galas, luxury showrooms, and finally, fashion shows, where more and more luxury brands exhibit inter-seasonal collections.

#### **2.3.2. Events where luxury brands participate**

The second category is events where the brand participants. These differ from the first category since they are not organised by the brand but by a different company where luxury brands are findable. Nowadays, luxury brands are trying to incorporate themselves into many cultural and sporting events to catch the largest achievable audience. Examples are the Art Basel Miami and Art Basel Jewellery, Monaco Gran Prix, Super Bowl, Oscars, Cannes Film Festival, Venice International Film Festival, and Fashion Week, which is when creative directors demonstrate

and strengthen their brand identity by communicating their innovative concepts, style, and aesthetics (Hoo, 2015).

The profit from successfully meeting these events can be massive, for example, partnering with famous F1 teams can project an aura of excellence and triumph onto the company, maintaining buyer confidence and belief (The Need for Speed: Why Brands Sponsor F1 Cars, 2023).

Since 2021, Louis Vuitton has created a customized travel case for the Monaco Grand Prix award and seated Pierre Gasly in the front row at Pharrell's first show. Gasly revealed BoF. *"Our sport is booming right now which brings great opportunities to build relationships like I have with brands like Vuitton or Berluti"* (Miller, 2023).

### **2.3.3. Hybrid luxury brand events**

Hybrid events are employed by luxury brands when collaborating with other institutions (Metropolitan Museum of Art, etc.). The distinction between *hybrid events* and *events where brands participate* (through sponsorship), lies in whether luxury brands simply donate resources or actively take part in shaping the content and organization of the event. What best describes this type of event is the America's Cup, which is sponsored by Louis Vuitton frequently (Testa, 2023), and the Met Gala, known as "fashion's biggest night" (Bauman, 2023). In 2019, Gucci sponsored the event. The brand dressed 25 guests, including Harry Styles and Jared Leto, and obtained over 45,000 comments on social platforms while the red carpet was open, almost three times as much as Valentino, which only dressed six celebrities. Valentino was a regular sponsor of Met Gala among other luxury brands and Gucci had an active role in shaping both the content and organization of the event (Baskin, 2019). According to industry specialists, the event allows luxury companies to stay relevant and bond with their customers in the most authentic way. And because of that, brands are more than ready to invest big quantities of money in the Met Gala. *"Brands are struggling to connect. They're looking for*

*authentic ways to remain relevant and the Met Gala is the pinnacle of art, fashion and, culture”*, noted Andrew Wu, co-founder of Intercept Group (n.a., 2021). Following the 2023 Met Gala honouring Karl Lagerfeld, Vestiaire Collective stated that traffic for Chanel increased by 48% on the day of the event and in the days following it (Halliday, 2023).

#### **2.4. The changing behavior and the challenges of luxury consumption**

Over the previous decade, the notion of luxury has changed from materialism to time and aspiration, making luxury more reachable and democratized. Tiny, affordable luxuries and premium items are getting stronger while luxury brands are trying to protect their exclusivity via high prices, such as the case of Hermes, where customers are invited to purchase a Birkin, and at the Met Gala, where no social media is allowed (Brockington, 2024). Yeoman (2010) reports that there have been substantial numbers of people from all generations and social levels who agree that they would rather own one good product instead of multiple cheap items. Flatters and Willmott (2009) name *mercurial consumption* as when customers extensively dig for bargains. Some websites inform consumers of the best moment to buy an airplane ticket or which restaurant offers discounted meals. Technology and social media encouraged different buying methods, which promoted this trend of mercurial consumption (Flatters & Willmott, 2009).

One of the big challenges of luxury companies is raising income and attracting new clients while simultaneously maintaining the brand's honoured and exclusive notion. There is the danger of being perceived as too unrestricted and losing their exclusive attraction by extending into the mass market. They must find new methods to preserve their luxury signs and keep the distance of ‘*real luxury*’ from mass luxury. Louis Vuitton had to fight to maintain its appearance

after amounts of replicas were made and Burberry suffered when it became the status sign for working-class youth (Yeoman, 2010).

The meaning of luxury has also extended from material goods to luxury experiences. Traditional luxury companies currently encounter competitors from new ways of luxury, such as new lifestyles, and different experiences (Yeoman, 2010). There is a challenging decision between a perceptible dedication to sustainability and the urge to wow consumers by throwing big and impressive events (Coleman, n.a.). Also, engaging with luxury consumers is challenging, *“there’s a war for their share of attention”* said a partner at Bain & Company, who reported that brands have increased the tickets to events. *“Ultra-high-net-worth consumers are shorter on time than money. It’s easy [for them to] buy products; it’s more difficult to convince them to spend some time with you”* (O’Connor, 2024).

## **2.5. Developments in luxury event marketing**

Luxury companies are increasingly pursuing individual and personalized experiences to impress their stakeholders. The market is witnessing a transformation from conventional events to creative and immersive experiences that have an enduring effect. Brands are hosting events in **memorable and exotic destinations** to build unique experiences and create stronger relationships with consumers. For instance, in an interview with Culted, Jacquemus stated *“I wanted to explore unexpected locations and Hawaii stood out for its dreamy landscapes with incredible mountains and beaches”* (Hughes, 2023). They are more than the display of garments, they include after-parties, showrooms, and streaming on online platforms, making a fashion show a more comprehensive event. Nowadays, luxury creators are exclusively restricted to their imagination (Graziano, 2024). Also, the **integration of technology** has changed the landscape of luxury events. From interactive exhibits to augmented reality experiences, it is improving the general event experience and delivering useful information to

event managers (n.a., 2024). According to GWI, half of the luxury consumers state they feel enthusiastic about AI (Harlow, 2023). In 2022, Decentraland created the first Metaverse Fashion Week with digital shows and events, where clothes can be bought straight from them (Faccioli & Martin, n.a.). Besides that, the whole world is increasingly concentrated on **sustainability and social responsibility**. This has decoded into a growing need for eco-friendly and socially aware luxury events (n.a., 2024).

Additionally, luxury guests expect unique moments that they would never be capable of experiencing beyond the occasion. An emotional moment has more potential to be communicated on social platforms and preserved for the future.

For instance, the Tiffany & Co. opening is a great example of an emotional event. From a concert to fireworks, the moment was remarkable and unlike anything guests could encounter anywhere else (Ramzi, 2023).

There is an increasing focus on **intimate experiences** concerning a component of exclusive access that wealth alone can't buy. My Theresa top clients were invited for cocktails at the personal home of Stefano Gabbana, in Portofino, right before the fashion show. They also organized, in collaboration with Miu Miu, a trip to Vienna, where buyers appreciated a rare intimate dining experience at the Belvedere Palace. *"There always needs to be an element of money can't buy, because our consumers are so busy"*, said My Theresa's director and chief customer experience officer to BoF. *"We cannot just do a lunch. There needs to be something around it that we create"*. (O'Connor, 2024). Besides this, luxury consumers feel special to be the **first to buy** a limited-edition item.

Luxury brands acknowledge that **Gen Z and Gen Alpha** are important to their exclusivity and importance in the market. Their luxury spending is expected to increase three times faster than other generations (Beuloye, 2023). Meanwhile, luxury consumers also want to enjoy events with their loved ones (Serrano, 2023). For instance, Jacquemus said to Numéro *"I wanted to*

*offer them [luxury consumers] an immersive Jacquemus experience where they could discover the clothes and look at artworks like in an art gallery, eating popcorn! That's Jacquemus, not just coming to buy clothes but immersing yourself in an experience"* (Roche, 2023).

Finally, Highsnobiety reported a **shift in the conventional fashion agendas**. Smaller events, such as after-parties, are just as significant. Luxury brands that present their collections out of the fashion calendar develop more scope and buzz. Phoebe Philo's release in 2023, which quickly sold out, is an illustration of such a shift (Deppen, 2024).

## **2.6. The evolution and impact of luxury trends**

The pandemic has reshaped the business of luxury events, running in an era where technology is not just a luxury but a necessity. The **shift to social media** has opened new paths for originality and public engagement (Brown, n.a.).

Nowadays, **luxury fashion shows** are more than simply displays of pieces; they are a combination of fashion, technology, and cultural storytelling. In an interview with Numéro, Jacquemus talked about the *Le Splash* fashion show *"If I was going to put on a show in Hawaii, I had to respect the local culture. Le Splash was a pop collection inspired by the sea and the beauty of the sun... It seemed obvious that we should cast local models and produce the pieces in Hawaii. The runway was just a blue line, a simple gesture that respected the natural surroundings. I was determined that the collection should integrate organically into those incredible landscapes"* (Roche, 2023). This approach not only portrayed the collection but also highlighted Jacquemus' commitment to sustainability, to the communities, and technology thanks to the accompanying video filmed through a bird's eye point of view (Hughes, 2023).

**Entertainment** is also transforming, spectators are starving for innovative and evolving entertainment, but the way they consume it is altering. Fashion became part of music, art, and sport and luxury's most prominent players are making connections with the entertainment

industry, such as Pharrell Williams as LV men’s creative director (Caramanica, 2023) and the new Saint Laurent film production division (Strunck, 2023).

**3. ADDRESSING THE WORK PROJECT OBJECTIVES**

**3.1. Methodology**

Primary research commenced in March 2024 for three groups:

- Seven in-depth semi-structured interviews were made with guests who are invited by premium/luxury brands to their events and the interview guide can be found in Appendix 1.
- Five in-depth semi-structured interviews were made with industry experts from IWC, Dior Couture, Loewe, Moet et Chandon and Companhia das Soluções (a PR Portuguese company) and the interview guide can be found in Appendix 3.
- A pre-recruiting filter questionnaire for the survey was developed to acquire luxury consumers who have purchased luxury goods in the last 12 months and who engage with luxury events online. The interview guide can be found in Appendix 5. The sample is 427.
- A survey was made by luxury consumers who engage with luxury events online. The interview guide can be found in Appendix 6 and the sample is 197. It was completed by luxury consumers from 22 nationalities and 4 age segments.

| <b>Qualitative Research</b>         | <b>n</b> | <b>Target</b>   | <b>Questions</b> | <b>Period</b> |
|-------------------------------------|----------|---|------------------|---------------|
| In-depth Semi-structured Interviews | n= 5     | Industry experts who work in luxury, fashion, marketing, and PR | Appendix 3       | April 2024    |
| In-depth Semi-structured Interviews | n= 7     | Luxury consumers and influencers who                            | Appendix 1       | April 2024    |

|  |  |                              |  |  |
|--|--|------------------------------|--|--|
|  |  | attend premium/luxury events |  |  |
|--|--|------------------------------|--|--|

**Table 1** – Work project methodology: *Qualitative research*

| <b>Quantitative Research</b>  | <b>n</b> | <b>Target</b>  | <b>Questions</b> | <b>Period</b> |
|-------------------------------|----------|--|------------------|---------------|
| Pré- recruiting questionnaire | n= 427   | Everyone who bought a luxury item in the last 12 months & engage with luxury events online | Appendix 5       | March 2024    |
| Survey                        | n= 197   | Luxury consumers who engage with luxury events online                                      | Appendix 6       | March 2024    |

**Table 2** – Work project methodology: *quantitative research*

n= 7

|    | <b>Age</b> | <b>Gender</b> | <b>Occupation</b>          | <b>Education</b> | <b>Origin</b> | <b>Residency</b> | <b>Event</b>                  |
|----|------------|---------------|----------------------------|------------------|---------------|------------------|-------------------------------|
| 1° | 24         | F             | Skilled Worker, Influencer | BSc              | PT            | PT               | Jameson Irish Whiskey Event   |
| 2° | 22         | F             | Student, Influencer        | MSc              | PT            | Italy            | Chiara Ferragni Opening Event |
| 3° | 22         | F             | Skilled Worker, Model      | MSc              | PT            | Germany          | Tous Rebranding Event         |
| 4° | 23         | F             | Skilled Worker             | BSc              | PT            | PT               | Rick Owens Fashion Show       |
| 5° | 23         | F             | Student, Model, Influencer | BSc              | PT            | Brazil           | Falconeri Event               |
| 6° | 43         | M             | Skilled Worker             | BSc              | PT            | PT               | Bentley Event                 |
| 7° | 55         | M             | Top Management             | BSc              | PT            | PT               | Ferrari Event                 |

**Table 3** – *In-depth semi-structured interviews sample: luxury consumers and influencers who are invited to premium/luxury events*

n=5

|    | <b>Age</b> | <b>Gender</b> | <b>Origin</b> | <b>Residency</b> | <b>Education</b> | <b>Company Name</b>    | <b>Job Title</b>                  | <b>Years of Experience</b> | <b>Years in the current position</b> |
|----|------------|---------------|---------------|------------------|------------------|------------------------|-----------------------------------|----------------------------|--------------------------------------|
| 1° | 23         | Female        | PT            | France           | MSc              | Moet Henessy           | Global Brand Management           | 3                          | 1                                    |
| 2° | 27         | Female        | Brazil        | France           | MSc              | Dior Couture           | Haute - Couture Manager Assistant | 8                          | 5                                    |
| 3° | 21         | Female        | PT            | PT               | BSc              | Companhia das Soluções | Showroom Intern                   | 1                          | 6 months                             |
| 4° | 34         | Female        | PT            | PT               | MSc              | Loewe                  | Store Manager                     | 11                         | 6                                    |
| 5° | 46         | Female        | Lebanese      | UAE              | BSc              | IWC                    | Head of Marketing                 | 20                         | 2                                    |

**Table 4** – *In-depth semi-structured interviews sample: Experts who work in the industry*

### **3.2. Research insights**

The quantitative survey started with two filter questions, and it ended for the respondents who answered “no” to “In the last year, have you spent at least the following amount of money on one item?” and “None” to “What type of luxury events do you most often engage with online?”. The outcome was adequate as 197 luxury consumers out of 427 consumers qualified to do the survey.

#### **Theme 1: Preferred Types of Luxury Events**

Interviewees have preferences for different types of premium/luxury events. Product launches are the preferred type of event for guests attending premium/luxury events (4/7). Interviewee 7 stated, *"These [test drives and wine tastes] are events that mark and leave a memory in our lives"*. Product launches are also the preferred type of online luxury events to engage with in the future (50,5%). Now, respondents prefer to watch Big Scale events (23,1%) and Fashion Shows (17.9%).

#### **Theme 2: Online Luxury Event Engagement**

Taking a closer look at the frequency that respondents follow events, 35% engage occasionally and 6,6% engage daily. Social media (61,4%) and Brand Websites (25,9%) are the most used platforms. Social media (61,9%) and its influencers (27,4%) are how respondents find online luxury events to follow and seek inspiration for personal style and fashion choices (48,7%) is what motivates them the most.

#### **Theme 3: Expected Experiences at Luxury Events**

Interviewees communicated their expectations about experiences at premium/luxury events. They expect creative and innovative ideas to entertain and communicate the products or

services, fun, something exclusive to take home, and tailored experiences based on the guest's preferences and likes. Interviewee 4 mentioned, *"I expect to network with people from the industry, staff to be nice to me, and to see celebrities who are hard to reach in other circumstances"* (just as when IWC offered guests the possibility to meet Lewis Hamilton – see Appendix 4). Interviewee 7 mentioned, *"I also expect that the presentation of the product is something that creates passion, impact, and purchases impulse"*. Interviewee 3 added that she expects *"people by the door to know her and be nice to her"*. From the interview with industry experts, it was analysed that the brand IWC takes all the customer's details and likes to make sure they get to know them and celebrate their special occasions, which is aligned with what guests expect at luxury events.

#### **Theme 4: Aspects Impacting Attendance Decision**

Interviewees mentioned different aspects impacting their decision to attend premium/luxury brand events. Interviewee 2 underlined that she went to the event because she is a fan of the founder, she wanted to meet her and go to the exclusive hotel, where the event was hosted, which she could never afford otherwise. In contrast, Interviewee 7 mentioned that it was the insistence of the PR lady who made him realize that it was a unique opportunity to drive a Ferrari. *"There are unique opportunities that we have to take advantage of at the moment otherwise, it won't happen"*.

#### **Theme 5: Networking vs. Entertainment**

For 5 out of 7 Interviewees, entertainment is the reason for attending luxury events. Interviewee 6 stated, *"It's all about things I like, and I am interested in. I go for personal enjoyment"*.

#### **Theme 6: Importance of Exclusivity and VIP Treatment**

6 out of 7 interviewees emphasized how important exclusivity in luxury events is. However, Interviewee 7 stated that *"Exclusivity and VIP treatment does not fascinate me or give value, it is not the most important thing"*. Expert 5 points out that *"IWC events are private and there is no press or influencers, so they are very exclusive"*. In turn, Interviewee 2 indicated that if a celebrity is attending the same event, it is even more exclusive to her. Expert 1 agrees, *"It is easy to feel exclusive just by inviting the coolest people out there"*.

### **Theme 7: Perception of Luxury Brands Based on Event Hosted**

All the interviewees agreed that their perception of brands changes based on the events they host. Interviewee 3 commented, *"I had a very bad idea about Tous but after going to the event, I started liking it. I got a necklace that I use almost every day. I feel like it is now part of me"*. Interviewee 4 agreed, *"For me, it is inevitable to not change because I feel much more connected with the brand after going to its fashion show"*. The survey findings reveal that 92,9% of luxury consumers also feel more connected to a luxury brand after engaging with their online events.

### **Theme 8: Influence of Premium/Luxury Events on Purchase Decisions**

Interviewees and survey participants were asked about their perception of events influencing their purchase decisions. 93,9% of the survey participants found that exposure to luxury events online grows their interest in purchasing luxury items and 6 Interviewees agreed. In turn, Interviewee 5 countered by saying *"An event does not **influence my purchase decision**. If I buy something either because I like it or need it, it is not because of the event"*.

Additionally, data retrieved from the survey show that 53% purchased a luxury good after following a luxury event online and what influenced their decision the most was the engaging storytelling (37,4%). Related to the interviewees, 4 out of 7 guests reported making purchases

such as skincare, makeup, clothes, shoes, perfumes, and wines directly influenced by events. What influenced Interviewee 7 to buy *Vinho Barca Velha* was the fame of the wine, the tradition and history, and the flavour. Interviewee 6 added, "*Hands-on experiences permit potential clients like me to comprehend the usefulness, and quality of the item, raising my probability to make a purchase*".

### **Theme 9: Influence of Premium/Luxury Events on Brand Loyalty**

Interviewees and survey respondents were asked if events influence their brand loyalty. For Interviewee 7 events do not influence his brand loyalty "*It can be the most beautiful event but if the product disappoints me, I won't be loyal*". However, for the rest of the interviewees, their loyalty is influenced by events. "*Is it good to know that the brand remembered me so I will remember them when I need the product and in the moment of the purchase*". For only 0,5% of the survey respondents, their brand loyalty is not influential.

### **Theme 10: Importance of Collaboration in Premium/Luxury Events**

All Experts highlighted the crucial role of collaboration in events. Expert 1 stated "*Collaboration is everything. The secret of the event is there*" and Expert 2 agreed, "*To collaborate with famous people is so important that every time we dress a celebrity, we have clients asking for the same dress*". Expert 5 adds "*Associating yourself with people who are aligned with your brand DNA is the key*". Interviewee 2 opinion aligns with what was mentioned by experts.

Additionally, Expert 4 chooses the partners based on where the brand's target moves, and Expert 5 chooses based on their values and similarity to the brand.

### **Theme 11: The Target Audience and How to Find Customers to Invite**

Experts argued the importance of targeting the correct audience for luxury events. Expert 4 communicates that it is based on the customer's profile, and their purchasing power but Expert 5 also invites potential customers who are big spenders in other related brands. To recruit new guests, Expert 2 expresses that store managers give their top clients and gain a commission for each of them who joins Haute Couture.

### **Theme 12: Commentary on Luxury Events Trends**

The analysis of interviews echoes different trends shaping luxury events. They are integrating holograms, VR, immersive and sensitive experiences, spontaneous moments, unexpected venues, and consumer-centric approaches. Expert 3 stated that today's trends are mainly dictated by social platforms. In opposition Expert 4 noted that *"brands do not create events according to trends but rather according to their identity and DNA because they are the ones who launch trends, they don't go after anyone"*.

### **Theme 13: Measuring the Impact and ROI of Luxury Events**

Experts debated different methods to estimate the ROI of luxury events. Critical considerations contained appropriate KPIs, social listening, the measurement of engagement, the analysis of the feedback via a post-event satisfaction survey, and the calculation of each client's spending. Challenges in measurement include the difficulty of following multi-channel marketing efforts. Expert 5 explains *"I do not know how many people bought because they attended/saw it, but I keep doing it because it's crucial for brand equity and brand visibility"*. However, Expert 4 opposes this by affirming that she does not encounter any limitations. Despite the limitations given, there was a trend in the types of events that drive the biggest ROI. For fashion brands (2/5) fashion shows + showroom + dinner is what drives the biggest ROI and for the rest retail activations due to their influence on building affinity and customer

engagement. *"We give very exclusive experiences to our clients. In the watch-making classes, watch collectors sit there, put together a timepiece and it shows the craftsmanship of the brand"*.

#### **Theme 14: Relevance of Fashion Shows in the Digital Age**

Experts interviewed have opposite opinions. Expert 2 believes that fashion shows have acquired significance with digital advancement, highlighting their importance in setting trends and remaining associated with customers. Expert 4 agrees *"Thinking from a customer perspective, fashion shows continue to be the top experiences among luxury customers"*, emphasizing their sense of exclusivity and boosting the status and ego of guests, which goes in line with what Interviewee 3 mentioned "When I go to fashion shows, I feel like I am a very exclusive and important person". In disparity, Experts 3 and 5 consider that they have lost significance due to online accessibility, mentioning brands like The Row preserving exclusivity by banning smartphones. *"The fact that nowadays the shows are on Vogue Runaway 5 minutes after being shown takes away their importance and magic"*. Interviewee 3 refutes *"People that don't agree that fashion shows are important today are people that never really went to a fashion show"*. 5 out of 7 interviewees and 83,9% of survey participants agree that they are still important.

Additionally, one interviewee and 29,9% of the survey participants made a purchase motivated by an online fashion show. They were mostly influenced by the latest trends set by it (41,5%) and the prestige associated with the brand (41,5%).

#### **Theme 15: Future Attendance Intentions**

Interviewees were asked if they intended to attend more luxury events in the future and all of them stated positively. Interviewee 7 expressed *"I'm waiting for the Porche event to make my*

*next investment in the automotive industry". 42,5% of the survey participants intend to do the same and only 1,5% are very unlikely.*

### **Theme 16: Recommendations for Future Premium/Luxury Brand Events**

Interviewees and Experts provided recommendations for improving future luxury events. Two interviewees mentioned that brands should take guests to the event and after home (*"partnering with Uber" or "chauffeur services"*). However, Loewe's store manager pointed out that, at Salone del Mobile, Loewe had some tuk-tuks that took guests from the store to the event location. Even so, guests still had to travel to the store.

Three interviewees stated that luxury brands should always give special goodies to guests. Interviewee 2 mentioned that luxury events should always be hosted in *"iconic landmarks and important big cities"*, but Interviewee 7 opposes by stating that *"locations are always in large busy cities. I think they should be not so central and with less traffic. Especially if it is a test-drive event, in which guests must drive without traffic, to make it joyful"*.

Interviewee 4 stated that *"luxury brands should value customers because they make them grow and make profits. There is a distance between luxury brands and clients, and they should make efforts to minimize it. Consumers want to feel related to the brand and welcomed by them. They want the brand to speak to them. In accordance, Experts 4 and 5 agree. "Brands are doing things that have never been done. Even more exclusive events will be hosted for top clients", and "In future events, the customer needs to be the centre of it, the hero"*. Both Interviewee 4 and Expert 4 gave the example of Miu Miu, who invited its best client to walk on the runway.

Expert 3 has a different opinion as she believes luxury brands should start working on exclusivity again. *"Right now, they want to adapt to every trend and style out there, but luxury is not meant to be so accessible to everyone and it will take a turn"*.

Lastly, Interviewee 6 and Expert 5 recommended VR and the increase of gamification, giving the example of Gucci in the VR world, to level up the entertainment during events.

### **Theme 17: Recommendations for Future Fashion Shows**

Interviewees and Experts offered recommendations for making future fashion shows more relevant and engaging to the public. Interviewee 1 recommended that brands should invite famous bands to perform, and Expert 5 agreed, pointing out, immersive events as a trend.

Interviewees 2 and 6 and Expert 5 suggested that fashion shows should be *"more experimental, more interactive, more AI, and metaverse"*. Interviewee 3 advises younger designers to do fashion shows at their pace or in Design Week instead of Fashion Week. *"It is smart to do it at the brand's pace and not according to the Fashion Week schedules"*, which aligns with the shift in the conventional fashion agendas by Highsnobiety (Deppen, 2024). Interviewee 5 stated that brands should create *"something that has never been seen or done. The example of the Coperni dress is a good example"*.

## **4. MAIN CONCLUSIONS AND RECOMMENDATIONS**

According to experts, in-store activations are the most important luxury events and the ones that bring the most ROI for luxury brands and immersive events that include fashion shows, showrooms, and dinners are the most important for luxury fashion *maisons*.

The challenge for luxury companies has changed as the luxury fashion market develops. It is about wowing customers at a luxurious event and beating that appeal when catering to top clients. The advancement of social media has made luxury more accessible to everyone. Consumers can currently glimpse exclusive event moments live. The big challenge now is to

deliver personal customer experiences that can beat everything that was already seen. Comprehending the passions, aspirations, and emotional motivations within the minds of top clients is crucial. In a period where consumers are full of expectations, luxury companies must step up their game, realizing that the psychology behind each interaction is as vital as the item itself. The challenge for luxury brands is not just to display products but to thrill their intimate customers with an experience that exceeds expectations and leaves an unforgettable impact on their minds and bodies.

#### **4.1. For online luxury events**

Many luxury brands livestream their runway, but spectators can't buy directly from it, such as Burberry did once through the "*see now, buy now*" model (Pan, 2018). Data from the quantitative survey unveils that 70,1% of luxury consumers who engage with online fashion shows never purchased anything from them. Therefore, the first suggestion is **to give the audience a way to interact and play with the clothes virtually** through augmented reality try-ons and shoppable runway. These will give spectators a way to play with clothes rather than just *click and buy* and virtually try on the items displayed, by uploading a full-body photograph. Improving the shopping experience and helping buyers see the clothes on them before purchasing can also help brands capitalize on impulse purchases and have higher sales.

Only 14,1% of luxury consumers who engage with online luxury events find current features, such as live chats interactive, maybe because they are not well developed into something more structured. Thus, the second suggestion is to **experiment with improving the chat to include more significant structure and engagement** with, for example, live designer Q&A sessions, interactive polls, and quizzes. Spectators could gain an understanding of the creative process and the motivation behind the collections and brands could collect real-time feedback and improve the general audience experience.

## 4.2. For physical luxury events

Developing customized and unforgettable experiences for top clients, such as delivering curated packages, upscale behind-the-scenes access, and integrating gamification and AI were referred to by the experts interviewed as strategies to be developed by luxury brands soon. Luxury brands must see events as chances to nurture long-term relationships with top clients, instead of marketing strategies, and this research showed that events were still too *transaction-oriented* rather than *relation-oriented*. Interviews mentioned that they enjoy when brands give them a meaningful memory of the event to take home and stick to forever. Interviewee 3 recommended, "To have a fun activity that if you participate in it, you can have something from it", and Interviewee 5 noted, "Brands should put more effort into the goodies they give attendees because this is very special to the people who receive it". Using this, brands could offer guests the possibility to create a unique luxury piece in collaboration with creative directors and the design team. By designing in a cutting-edge VR technology program, each guest could imagine and draw their own creation, from materials to ornaments. The design would be brought to life later, by the brand's designers, and it would be gifted to the respective guest once ready. Guests would acquire a feeling of ownership and affection for the product they made, boosting their relationship and long-term engagement with the brand. Finally, gifting the product designed acts as a concrete manifestation of gratitude, supporting the significance of the client to the brand.

Another suggestion involves actively introducing guests to each other during the time of the event. By actively introducing attendees, brands build a feeling of belonging and community among guests. Favourable guest relations can make advantageous brand connections in their minds and according to Brandão et al. (2023), guests who have a good experience at events are

more likely to accept forthcoming invitations from the brand. Accordingly, the third recommendation is to create **long-term emotional relationship building strategies**.

Lastly, luxury consumers want to enjoy memorable luxury experiences with their families (Serrano, 2023). Hence, the fourth suggestion is to **welcome teenagers and young kids at luxury events** by creating experiences for them. These may demand additional capacities to adjust their necessities and preferences but will provide top clients with memorable moments, even branded, with their loved ones.

## 5. WORK PROJECT'S MAIN LIMITATIONS

During this research, there were some challenges encountered that need to be brought into consideration to analyse the outcomes obtained. There was some difficulty in:

- Finding data on the luxury brand events market figures worldwide.
- Evaluating the number of luxury products purchased due to luxury brand events, which makes it difficult to assign a value to the importance of these.
- Reaching industry experts, luxury event guests, and journalists who cover luxury events to interview, as they are low-profile and hard to reach online. This is mirrored by the size of the qualitative investigation's sample.

It is also clear that there is a lack of research into this topic due to it not being a structured subject and researching it is quite hard. Finally, there are a lot of different opinions among luxury brands and customers about what is useful for luxury brand events and brands don't know why, how, or what works the best.

## **6. FURTHER RESEARCH**

Expanding luxury brand events research is essential to deepening knowledge within this area and encountering the best strategies.

By exploring the integration and development of the recommendations given and their impact on luxury event experiences, brands could understand how strategies impact consumer engagement, brand perception, brand loyalty, and purchase behavior. It is also important to explore the convergence of online and offline strategies to evaluate the long-term impact and return on investment.

To comprehend how luxury event marketing methods change and adjust to various consumer preferences, values, and behaviors, future research could perform comparative analyses on different types of luxury events in distinct cultural contexts.

Lastly, the importance of the integration of sustainable practices was mentioned by interviewees and there is a growing need for eco-friendly and socially aware luxury events (n.a., 2024). By this, future research could examine the integration of sustainable initiatives in luxury brand events and how they influence guests' brand image and purchase decisions.

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## **Appendix 1 - In-depth interview to guests who attend luxury events**

*Hello! I am Maria Miguel Silva, a final year master's in management student at Nova School of Business & Economics, Portugal. I am currently working on a research topic as part of my thesis which is related to Luxury Event Marketing: How do luxury brands influence consumer behavior through events?*

*For this research, I am using a non-directive method whereby I will ask you several questions to which there are no right or wrong answers. You are free to say anything that comes to your mind related to the subject and you may pause as many times as you wish while considering on what to say.*

*There are a few topics of interest I would like to cover:*

- *Understanding consumer motivations to attend luxury events*
- *Exploring brand engagement and brand loyalty*
- *Analysing Purchase Decision*
- *The importance of fashion shows in today's digital age*

*The interview will last between 45 minutes to an hour. I would like to record our conversation to analyse the interview later. Would you be okay with that? It will remain anonymous. Thank you for your time and participation!*

Q1 - Can you please tell me about the last time you were invited to a premium/luxury event?

- Factors that influenced your decision to go.
- The type of luxury event interests the most.
- The experiences that are expected at luxury events.
- If the interviewee attends the luxury events for networking or entertainment.
- If the interviewee's perception of brands changes according to the events the brand host.
- If the interviewee pretends to attend luxury events in the future, and why.
- Changes and/or recommendations for future events to make them more relevant and engaging to the public

Q2 - Do you think events influence your purchase decisions?

- The importance of exclusivity and VIP treatment when attending luxury events.
- The probabilities of purchasing after attending a luxury event.

- If the interviewee ever made a purchase directly influenced by an event.

Q3 - Do you think events influence your brand loyalty?

- The likelihood to remain loyal to brands that host luxury events
- The contribution of luxury events to brand loyalty

Q4 - Do you believe fashion shows are still relevant in today's digital age? Why or why not?

- If the interviewee ever made a purchase directly influenced by a fashion show.
- If so, what motivated their decision.
- Changes and/or recommendations for future fashion shows to make them more relevant and engaging to the public.

Interviewee Profile

• Age

- < 20
- 20 – 35
- 36 – 50
- > 50

• Nationality

• Country of residence

• Occupation

- Student
- Skilled Worker
- Employee of tertiary sector
- Middle, Top Management

• Highest level of education

- 9th grade
- 12th grade
- Bachelor
- Master
- PhD

*I appreciate your time and participation as this adds depth and value to my thesis. Once again, I assure you that all answers remain anonymous when used in my thesis. Thank you and have a great day/ week!*

*Source: Work Project Author*

## Appendix 2 – Answers of the In-depth interview to guests who attend luxury events

|    | Last time at a premium/luxury event  | Purchase Decision and Brand Loyalty   | Fashion Shows  |
|----|--|---|--|
| 1° | <p><b>Jameson Irish Whiskey Event to gain awareness in Portugal.</b> She was well welcoming and received samples and discounts for future purchases, food, and drinks, there were nice people around, music, and a festive ambiance.</p> <p>The <b>types of events</b> she prefers are product launches because brands give samples of the product or even the product to take home and parties, for example, anniversaries or Christmas parties.</p> <p>She <b>expects</b> creativity in luxury events, above all, she wants brands to come up with something new because brands are implementing the same old strategies into their events, and she feels that the attendees want innovative ideas to entertain and to communicate their product or service.</p> <p>She goes for <b>entertainment</b> mainly.</p> <p>The <b>perception of the brand</b> can change positively or negatively when she goes to the brand's event.</p> <p><b>She wants and expects to attend more events in the future.</b> "I want to keep being invited to events".</p> <p>It is very <b>important exclusivity and VIP treatment</b> to her. She expects to have a VIP experience, she thinks that she should be well treated because she does free publicity whilst she is in the event, so she expects exclusivity ("advertising services"). "I don't get paid to attend their events, I am invited, and I go to the ones I like and to the ones my influencer friends go to. Once I get there, I start to take pictures and photos and I post them on Instagram for free a lot of people see it so I am giving awareness for free basically. Because of that of course I expect to feel empathy and sympathy among the staff there. I also like it when there are photographers because it is easier to have pictures of me taken with good quality at the event and not only post pictures of the space and products – that are the ones that I take"</p> <p><b>Recommendations for future events:</b> a spot to park the car, partnership with Uber to take the attendees to the local of the event.</p> | <p>Events influence her <b>purchase decision</b>. She starts purchasing more products when she likes the events.</p> <p>She already purchased some products after attending the events such as Skincare products, makeup, Uber One service, beverages (Jameson Irish Whiskey and Heineken), and shoes (Steve Madden).</p> <p>Events influence her <b>brand loyalty</b>.</p> | <p>Fashion Shows are still important because people that go to them feel special. People like to be seen and invited and it is important to exist physically.</p> <p>She had already gone to a fashion show, but she never purchased something directly influenced by it.</p> <p>She thinks that brands should be more creative to distinguish from what other brands are doing currently. She recommends that they invite famous musicians and bands to perform while models are walking. "They should be immersive".</p> <p>"Creative things make lasting memories, which is what is important these years".</p> |

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| <p>2°</p> | <p><b>Chiara Ferragni Opening.</b><br/>The event was in a 5-star hotel in Rome and was very good overall. There was luxury all around, and she met Chiara Ferragni and other important people in the industry.<br/>The reasons to go were that she is a fan of Chiara, she wanted to see her physically and maybe meet her, and she wanted to go to the very exclusive hotel that she could never afford otherwise and enjoy the time there.</p> <p>Product Launches is the <b>type of luxury events</b> that she likes the most.</p> <p>She <b>expects</b> quality people and environment and good entertainment. She expects creativity in luxury events, above all.</p> <p>She goes for <b>entertainment</b> mostly.</p> <p>The <b>perception of the brand</b> changes. She likes even more the brand after going to the event.</p> <p>She wants to <b>keep being invited</b> to events in the future.</p> <p>It is very <b>important exclusivity and VIP treatment</b> to her if she attends a luxury event, she wants to feel special and to be treated nicely by the staff at the event and she expects to encounter faces that she knows very well there. If a celebrity is attending the same event, it is even more exclusive to her.</p> <p><b>Recommendations for the future: Brands should</b> choose a venue that perfectly aligns with the luxury theme of the event and the identity of the brand. They should consider iconic landmarks like historic mansions, luxury hotels, exclusive resorts, or private yachts and ensure the venue offers luxurious amenities, stunning views, and impeccable service. It is also a good idea to collaborate with other luxury brands that share the same values and aesthetics. Combining both can elevate the event experience. Partnering with prestigious fashion houses, high-end jewellers, and luxury car brands with a chauffeur or Uber services that could take attendees to the event and after home, or renowned chefs can add special meals and exclusive ingredients.</p> | <p>Events influence her <b>purchase decision</b>. She starts purchasing more products when she likes the events. Never made a purchase after attending an event.</p> <p>Events influence her <b>brand loyalty</b>. She becomes even more loyal.</p>  | <p>She never attended a fashion show physically, but she is used to watching online through TikTok, and Instagram Live. She believes that physical things are still more important and memorable. “It’s all about the experience and online does not offer the experience people expect from luxury events and fashion shows”. She thinks that famous people buy clothes because they see them on fashion shows and consumers buy because they see on social media of famous people. “Fashion shows for luxury brands are a normal and oldie thing to do but still iconic”. She thinks that it will never lose its magic and essence. She never made a purchase influenced by a fashion show.</p> <p>Future fashion shows should be more interactive and use AI and metaverse to be more engaging with the public physically and online.</p> |
| <p>3°</p> | <p><b>Tous event in Lisbon – Event to create awareness of the new rebranding.</b><br/>The event was hosted in a big room in Lisbon. It had a spot where attendees could have free piercings, and after getting an earring from Tous, a dance floor, a bar, a spot where pictures were taken, a lot of people (celebrities, designers, influencers, models, photographers, the press, social people from Lisbon...) and she was invited because she was in the PR list of Tous.<br/>She attends more events now than before because now she goes with friends and she knows the people inside the events, something very important to her and maybe what motivates her the most to go.</p>   | <p><b>A good event influences her purchase decision.</b><br/><b>There are chances that she buys after attending an event</b> if she has the buying power. She purchased twice the Lancôme Idol Perfume after attending a Lancôme event.</p> <p>Events influence her <b>brand loyalty</b>, but she does not consider herself a very loyal person to brands because she likes to change brands often and have variety, but after attending good events she starts to feel like the brands are a little bit more her brands so she creates a bond, and she wants to support them.</p> | <p>“Fashion shows are obviously still relevant because digital is boring, and nothing happens there. The real world is interesting, it is where everyone goes, and it is an excuse to gather all fashion-related people and create major marketing strategies”. “If there were no Fashion Week and the magic and status that brings people that attend, people wouldn’t care and wouldn’t make the effort to go to a fashion show solely. People that don’t agree that fashion shows are important today are people that never really went to a fashion show”. She said that runaways are new ways to showcase, every season, designer’s clothes, and new marketing strategies celebrities</p>   |

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| <p>She likes <b>all types of events</b>; all are exciting for her.</p> <p>She <b>expects</b> to have fun there, that people by the door know her and be nice to her, a good atmosphere, to have something exclusive, fun, and creative, and to have something to take home.</p> <p>She attends events “for <b>networking</b>, for sure”.</p> <p><b>The perception of the brand changes when she goes to the brand’s event.</b> “I had a very bad idea about Tous but after going to the event I understood their rebranding and I really liked what they did. I even got a little necklace that I use almost every day. I feel like the necklace is now a little part of me and everyone I know, at some time, asks me about the necklace and from where it is. So yes, I definitely started to like the brand after attending the event, and my perception of Tous changed positively”.</p> <p>She wants and <b>expects to attend more events in the future.</b></p> <p>It is very <b>important for exclusivity and VIP treatment.</b> “To not invite everyone is important, people that go must have a good influence”.</p> <p><b>Recommendations for future events:</b> She agrees that it is nice to have a fun activity that if you participate in it, you can have something from it to take home.</p>   |  | <p>and important people will wear the clothes that they like on the runway and people will want to wear them because they saw a celebrity.</p> <p>She bought a dress from a Portuguese designer -Constança Entrudo - after seeing it on the runway in Moda Lisboa, last year. She walked for the brand in that fashion show.</p> <p>Recommendations for future fashion shows: for younger fashion designers who want/are starting to get big in the industry: “It is very hard to stand out during fashion week because they are insane but instead of putting a show in the fashion week and competing with brands like Prada, Gucci, Chanel, etc, I would do it in the Design Week. If you are a new brand, you should do it. It is smart to do a fashion show at the brand’s pace and not according to the Fashion Week schedules and under their rules because it is really difficult for a new brand to keep with their standards and competitiveness”</p>  |
| <p>4º <b>Rick Owens Fashion Show</b><br/>In October 2022, in Palais de Tokyo, in Paris, the interviewee was invited to the Rick Owens Fashion Show.</p> <p>She got a seat near all the press and influencers. For her, it was very interesting to see the group of the press, the influencers, the buyers that buy the pieces after the fashion show in the showroom, etc.</p> <p>She was invited to go because her university received a few tickets to give to the best students. Rick Owens’ PR sent her the invitation through email.</p> <p>She likes fashion shows the most following showrooms and product launches.</p> <p>She <b>expects</b> to gather with people from the industry, to network, people to be nice to her, to feel the aura of the fashion show and its vibe and identity, she expects to see famous people who inspire her and who are hard to reach in other circumstances, she expects to have a different experience than she has when she sees it online, she expects to feel the magic of the designer and the brand, to see everyone dressed up in the designer’s clothes.</p> <p>She attends luxury events for <b>networking.</b></p> <p><b>The perception of the brand changes</b> when she goes to the brand’s event. When brands put on a fashion show they can pass to the attendees the real energy of the brand and connect with them so it is a lot easier to bond with the brand thanks to the</p> | <p>A good event <b>influences her purchase decision</b>, because an event puts her closer to the brand, for her, it is inevitable. She will feel relaxed and connected afterward.</p> <p>“In a fashion show, for example, there is a moment when you are 2 meters away from the creative director and being in a space where everyone is in the same aesthetic and vibe will make you buy the same clothes too, to match the energy and to carry it with you too”.</p> <p>“At this moment, the <b>chances to buy after attending an event</b> are not very high because of my income but in the future definitely, I plan to buy what I like the most from luxury events”.</p> <p>Events influence her <b>brand loyalty because</b> she feels special that she got invited. “Is it good to know that the brand remembered me so I will remember them when I need the product and in the moment of the purchase”.</p> | <p>Fashion shows are still important. Today, due to social media, brands try hard to put on incredible show moments to make an impression on the public. I remember the shows of John Galliano, Maison Margiela, Coperni, etc where they have a moment that marks the fashion show of that season and are known for them.</p> <p>We have the example of Bella Hadid for Coperni with the dress made on the runway, the "space bag", the robots on the runway, etc.</p> <p>Fashion shows are so much more than just the display of garments. That is the concept of a showroom and only people inside of the fashion or luxury industry understand its magic.</p> <p>“I don’t have recommendations for future fashion shows. I like everything that I am seeing. I think brands should keep focusing on creativity, diversity, and sustainability and keep following the natural development of the trends and the world. They should adapt to what is going on and to what the market expects to see”.</p> |

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| <p>atmosphere, the background music, the locations, the people, and everything that belongs to the identity of the brand. “for me it is inevitable that my perception does not change because I feel much more connected with the brand after going to a fashion show”.</p> <p>She wants <b>to attend more events in the future</b>. She would love to be invited to more Fashion Shows. “When I go to fashion shows, I feel like I am a very exclusive and important person”.</p> <p>“<b>Exclusivity and VIP treatment</b> are important to everyone at a luxury event. Everyone values being at the front row, being near that very important person, having the latest piece, having your purchase personalized, etc. Everyone likes to feel unique and valuable”.</p> <p><b>Recommendations for future events:</b> to connect more with the public and consumers She gave the example of the last Miu Miu fashion show which the brand invited its best consumers to walk on the runway with the models. She said that brands should have strategies like this to increase loyalty with the public. “Because of this strategy, everyone in the fashion world will remember that Miu Miu invited a client to walk down the runway. Brands should value customers because they are the ones who make them grow and make profits”. She thinks that there is a distance between the consumer and the brands and that brands should make efforts to minimize that space, even being a luxury brand. Consumers want to feel related to the brand and welcomed by them. “They want the brand to speak to them”.</p> <p>“Simple gestures like putting a like or commenting on a post in which the brand was identified can make a big difference to the person who posted the new bag purchased”.</p> |  |  |
| <p>5° <b>Falconeri Launching Collection Event</b><br/>She went to a launch event of the Falconeri spring collection in Porto Downtown. She was invited because she is used to working with the brand, and she is on the PR list. The event was in the upper floor of the Falconeri store in Rua Santa Catarina. There was live music, catering service, florist, wines from an Oporto famous winery, photographers, and a pottery station, which is very famous right now. The decoration was very pretty and colourful.</p> <p>She <b>likes</b> collection launches especially summer launches because it is sunny, the events are outside, there are a lot of colours, beverages, fruits, and funny things to do, and the weather is good to be outside and to enjoy. She also likes Makeup and cosmetic brand events.</p> <p>She <b>expects to</b> have the chance to preview new products, participate in demonstrations, and receive personalized consultations. She expects to focus on details and excellence from the venue decor to the entertainment and tailored experiences based on the guest preferences and likes.</p> <p>She attends events “for <b>entertainment</b>, for sure”.</p>   | <p>A good event <b>influences my purchase decision</b>, but I don’t remember to buy something after attending the event or because of an event. For example, in product launches, they give us the product to try at home, and in other types of events that I went to, most of the time, I can bring a sample or a product that I like at home, so I don’t need to buy”.</p> <p>She was already influenced by the internet, social media, and by celebrities and influencers.</p> <p>“There are high probabilities to remain loyal or increase my loyalty after attending a premium or luxury event that I liked”. After attending an event she starts following the brand on social media if not following before, she pays more attention to what is posted online and engages more with it. She likes to follow what the brand is doing and maybe create some content for it if the brand agrees to.</p> | <p>“Fashion shows are important but not as much because of the rise of social media and internet. Young consumers, like Gen Z, buy now because of influencers and celebrities and they buy according to what their most loved figures are buying too. But I believe fashion shows are still important to reach the right luxury consumers and fashion lovers who follow fashion shows and what the brands they like are doing”.</p> <p>She never attended or saw a fashion show online. What she rarely does is watch some edits of luxury brands’ runway shows on TikTok and some stories posted by top influencers who were invited to fashion weeks.</p> <p>She never bought something directly influenced by a fashion show.</p> <p>Recommendations for future fashion shows: she does not have any recommendations, but she said that the public likes the most something that has never been seen or done before so brands</p> |

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| <p><b>The perception of the brand changes</b> when she goes to the brand's event. Attending an event influences how much she likes or does not like the brand. If she likes the event and bonds with it, she is more open to buying from it in the future.</p> <p>She wants and <b>expects to attend more events in the future</b>. Most of the time, she is invited to events, but they are not in her hometown, so it is difficult for her to attend (unfortunately). She plans to make more efforts to go to more events in the future. Since she is not paid to go it does not motivate her enough to go far away to attend premium/luxury events.</p> <p>It is very <b>important exclusivity and VIP treatment</b> for her, she likes personalized treatment from luxury and non-luxury events. For her, special treatment should be a priority in every event because her friends and she like to feel special since it was the brand that chose to invite them. "It's not because the brand is luxury that I expect a different, more elevated treatment at its events. I expect this from all brands and events".</p> <p><b>Recommendations for future events:</b> to do themed events where everyone should match and have the same aesthetic (and identify that in the invitations) and brands should put more effort into the goodies they give attendees because this is very special to the people who receive it.</p> <p>She recommends premium brands do something different from what mass-market brands are doing in their events right now. "The level of events generally rose and common brands are doing nice things to catch up with the public and to create good content for socials. I think luxury events should differentiate themselves from these brands. This is my perception from what I see in Portugal".</p> |  | <p>should create something big and different. She gave the example of the Coperni dress created in the runway in Bella Hadid as a good strategy and a good example of what she was saying.</p>  |
| <p>6° <b>Bentley Test Drive Experience</b><br/> Last year in November he was invited by Bentley Porto to an event at Villa Foz Hotel, in Porto. At the event, there were some of the most recent Bentley models (4) to try out. Attendees could sit inside and drive a chosen vehicle through the city of Porto.</p> <p>There was a professional explaining each model and its characteristics and functions. There were small talks and people could also ask questions. At the end of the event, there was a tour guide through the most luxurious hotel in Porto and there was catering in the hotel's dining room, all customized for the Bentley event and by the car theme.</p> <p>There was a wine stand and at the end, we received a discount for a future stay at the hotel. He could bring a companion of his choice. The event lasted all afternoon and guests were free to come and go as they pleased. Around 3/4 o'clock was when there were more people. ~</p> <p>A part of the hotel's car park was reserved for event guests and as soon as they arrived, hotel staff approached to help and show the way to the event room.</p> <p>The Bentley cars were at the front of the hotel, at the entrance and the event took place in that outside</p>  | <p>A good event <b>influences his purchase decision</b> because a well-designed event stimulates positive emotions in him and makes remarkable experiences that echo with him long after the event. These emotional links play a decisive role in shaping his purchase decisions, as he is more likely to purchase from companies that he feels a powerful association with, especially in the hospitality, vehicles, and watches industries, mainly. "The last time I remember to buy something from an event was at a luxury clothing brand launch dinner party in Porto and I bought a T-shirt from the brand. They had the pieces of the capsule collection exposed in the restaurant they rented for the event", "What motivated me was the brand creation, and its roots, the attractive and inspiring storytelling and the way they explained and showcase the products".</p> <p><b>The chances to buy after attending an event</b> are high. "When I go to an event, it offers me a first-hand experience of the product or service, letting me interact with it presently. This hands-on experience permits</p> | <p>He thinks that <b>fashion shows are still relevant in today's digital age</b>. He never went to one physically. "I was already invited a few times to go to Porto Fashion Week, but I never went because I was not in Portugal then and even if I was I don't know if I would go because fashion is not my top thing. Maybe I could go with some friends for the experience and to chat and have a good time with people I know."</p> <p>He stated that he is not into fashion, but he thinks that fashion shows are things that will never die but they adapt themselves to the changes of the world and innovate within the fashion industry.</p> <p>"People around the world follow luxury fashion so for sure it is a thing that will never die or lose importance".</p> <p>"I never bought something directly influenced by a fashion show because I don't see them but they are important to</p> |

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| <p>area and in the hotel's dining room, inside, where there was food, the bar, billiards, and other games to play. "Overall, it was a great experience" What motivated him to go was the fact that it is one of the best luxury vehicle brands in the world and he was curious to discover the hotel too</p> <p>Product launches are the <b>type of luxury events</b> that he likes the most because they are exclusive, and he always gets excited to see what is the most recent invention of the brands he likes. He also can try the new product and he feels the exclusivity sense.</p> <p>He <b>expects</b> luxury, exclusivity, a premium touch, and intimacy. A closer approach to the representative of the brand, the manager, and the investor. He wants to have fun, eat, drink, and chat with people he identifies with.</p> <p>He goes for <b>entertainment</b>. "It's all about things I like, I am interested in, and I go for personal enjoyment".</p> <p>"I think the perception of Bentley was really high before the event itself, so it only matched the perception I already had". Although, most of the time, the <b>perception of brands</b> changes. He likes even more the brands after going to their event because he has more connection with it he feels like he is part of the brand.</p> <p>He wants to <b>keep being invited</b> to events in the future because they bring him personal enjoyment and he can experience things he never had the opportunity before.</p> <p><b>"Exclusivity and VIP treatment</b> are very important to me as a luxury client in a luxury event. I want the people there to know me, to have a good approach. to treat me right and with manners. The events I attend are by invitation only and are intimate gatherings, so they already feel exclusive to me. And being in an event where other important people of the industry go too is a plus in this sense".</p> <p><b>Recommendations for the future:</b> VR games, related to the brand and the product, for entertainment during the event.</p> <p><b>"In the case of the Bentley Event I would love to receive, for example, something like a Bentley miniature car for my car collection, and I don't have Bentley cars there or a test-drive for a weekend getaway. These are just my fast ideas".</b></p> | <p>potential clients like me to comprehend the characteristics, usefulness, and quality of the item, raising my probability to make a purchase".</p> <p>Events influence his <b>brand loyalty</b> <b>because</b> events get together like-minded people who convey an interest in the products. This feeling of community encourages a sense of belonging in him to remain loyal to the brand.</p> | <p>show the collections and trends to the market and consumers".</p> <p><b>Recommendations:</b> "Since I don't follow fashion shows I don't think I have valuable recommendations to innovate them, but the key thing is to be innovative, <i>avant-garde</i>, and competitive".</p> |
| <p>7º <b>Ferrari Test Drive Experience</b></p> <p>He was invited to the presentation event of Ferrari's new models: Ferrari Portofino and Ferrari Roma at Hotel Palácio do Freixo, a historic hotel in Porto. At first, he didn't want to go due to the lack of time and due to professional reasons, but the PR girl insisted a lot, and he ended up going.</p>   | <p>"Some situations were not what I expected but most of the time the event influenced my purchase decision".</p> <p>"The chances to buy after attending an automobile event are reduced due to the value of the goods but if the events involve brands of wallets, watches, or wines they are</p>   | <p>He thinks that fashion shows are still important in today's digital age, but it is possible that they have lost a little importance. Furthermore, they should always continue to exist. He still likes to see it live. "It is necessary to adapt</p>                              |

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| <p>The place's aesthetic matches the Ferrari brand: luxurious, noble, and historic. He was very well received, with a welcome cocktail, Porto's wine, and staff accompanying the guests and answering questions. It was a pleasant experience, there were cocktails, a briefing, and then the most important part, testing the cars. "The objective of these events is the pleasure of sitting in cars and driving and that was the case". He wasn't alone in the car, there was always a driver next to the guests. "An interesting detail that I had never seen at events before is that the cars had a camera inside it that filmed the route I did, and I have recorded on a pen the entire route I took behind the wheel of the Ferrari". It was possible to speed up, to feel the comfort of the car, to get to know it in terms of quality, beauty, comfort, and performance for 30 minutes.</p> <p>What influenced him to go was the insistence of the PR lady who got in touch with him and made him realize that it was a unique opportunity to drive a Ferrari and make a dream come true. "There are unique opportunities that we have to take advantage of at the moment otherwise, it won't happen".</p> <p>The <b>types of luxury</b> events that he likes the most are test drives, wine tastes, product presentations, and product launches. "These are events that mark and leave a memory in our lives".</p> <p>He <b>expects</b> friendliness, glamour, and a good atmosphere. He also expects that the presentation of the product is something that creates passion, impact, and purchase impulse. He expects the presentation of the product to be brilliant and satisfying.</p> <p>He goes for <b>entertainment</b> most of the time.</p> <p>The <b>perception of brands</b> changes positively. Even if he already knows them, it always changes. "An event has to draw on all 5 senses."</p> <p>He wants to <b>keep being invited to events</b> in the future. He is waiting for brands to invite him to more car events, mainly in the automotive sector. "I'm waiting for the Porche event to make my next investment in the automotive industry."</p> <p>"<b>Exclusivity and VIP treatment</b> are always important for our ego but for me, it is not something that fascinates me or gives value, it is not the most important thing".</p> <p><b>Recommendations:</b> event organizers choose locations in historic centres in large cities such as Porto and Lisbon, in very busy places with a lot of traffic. The places are always beautiful and inspiring, but in test-drive events, essentially, I think that brands should choose locations that are not so central and with less traffic, where the roads are good and less busy, where guests can try out the car</p> | <p>quite high. I go to 3 car events a year; I can't buy 3 cars".</p> <p>He has already purchased wines directly influenced by events such as Vinho Barca Velha, produced by the Casa Ferreirinha winery.</p> <p>What influenced him to buy the wine was the fame of the farm, the tradition and history, recommendations from friends, and the flavour.</p> <p>Events do not influence his brand loyalty. He emphasizes the products. It can be the most beautiful event in the world with the best decoration and staff but if the product disappoints me 2 or 3 times, I won't be loyal. The product is always the focus". If he likes the product, that's what makes him loyal to the brand, not the event itself.</p> | <p>to new times, but live events are extremely important, and they will continue to be so".</p> <p>He has never made a purchase directly related to a fashion show.</p> <p>Recommendations: "I think everything is already so well done and evolved that all I can think of is, for example, in Formula 1 it is allowed to see the backstage and what happens behind the scenes. Perhaps in fashion, one could do the same and allow the best clients and top influencers access to this most private part of the fashion shows. This, for sure, will make them more engaging with the future".</p> |
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| without having to pay attention to the traffic and the road, which sometimes becomes tiring". |  |  |
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*Source: Work Project Author*

### **Appendix 3 - In-depth interview to industry experts who work in PR, Marketing, Luxury and Fashion**

*Hello, Ms/ Mr ... Thank you for accepting this interview. I am Maria Miguel, a final year master's in management student at Nova School of Business & Economics, Portugal. I am currently working on a research topic which is related to Luxury Event Marketing: How do luxury brands influence consumer behavior through events? My paper aims to identify which type of event is the most important for luxury brands in today's digital landscape and how to capitalize on them to increase luxury consumers' interest.*

*There are a few topics of interest I would like to cover:*

- *ROI of luxury events*
- *Luxury Event trends*
- *Future of luxury events*
- *Importance of fashion shows in today's digital age*

*For this research, I am using a non-directive method whereby I will ask you several questions to which there are no right or wrong answers. You are free to say anything to comes to your mind related to the subject.*

*The interview will last between 45 minutes to an hour. I would like to record our conversation to analyse the interview later. Would you be okay with that? Thank you for your time and participation!*

Q1: Could you provide me with an introduction about your position and role in the company you work for currently?

*(Name, job title, company name, years of experience, years in their current position)*

Q2: Can you please think about the last time you helped organised or organised an event? How do you develop strategies for the event to align with the brand's image and goals?

- The key considerations when planning.

- The target audience of the luxury event.
- The efforts to create exclusive and memorable experiences at the luxury event.
- The balance between exclusivity with inclusivity.
- The strategies implemented.
- How to find new customers to invite.

Q2: Can you please think about the last time your brand was represented at an event?

- The effective representation of the brand at the luxury event.
- The elements of the brand's identity that were emphasized.
- The consistency in brand messaging across different luxury events.
- The importance of collaboration in luxury events.
- The selection of partners and collaborators for luxury events.

Q3: How do you measure the return on investment (ROI) of luxury events?

- The KPIs used to evaluate the success of each event.
- The challenges or limitations in measuring the impact of luxury events.
- The type of event that drives the biggest ROI.

Q4: Could you comment on the development of luxury events trends?

- Examples of trends implemented.
- The trend that drives the most results.

Q5: Could you comment on the future of luxury events?

Q6: Do you think fashion shows are still relevant in today's digital age? Why?

Interviewee Profile

Age

Gender

Nationality

Country of residence

Highest level of education

- 9th grade
- 12th grade
- Bachelor
- Master
- PhD

*Before we conclude, is there anything else you would like to add, something that I may have overlooked and forgotten to ask about? Or a colleague who you feel could give me additional information or a contrary opinion?*

*I appreciate your time; this adds depth and value to my thesis. Thank you and have a great day!*

*Source: Work Project Author*

#### **Appendix 4 - Answers to the In-depth interview to industry experts who work in PR, Marketing, Luxury and Fashion**

|    | <b>Last time organising an event</b>  | <b>Last time the brand was represented at an event</b>   | <b>ROI of luxury events</b>   | <b>Luxury events trends</b>  | <b>Future of luxury events</b>  | <b>Fashion Shows</b>  |
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| 1° | <p>Brand: Moët Hennessy – Belvedere Vodka.<br/>Event: Big activation launch in Marrakech.</p> <p>Launch of a new edition for the Moroccan market, in December 2023.<br/>They created a specific beverage edition.<br/>The goal was to profit the much they could in 3 months, until Ramadan- because after it people don't buy.<br/>Local- mandarin oriental hotel, in Marrakech.<br/>The hotel had a lot of requirements, so the brand had to compromise with all of them. The balance between the brand's codes/rules for the event and the hotel's ones.</p> | <p>Las Vegas Grand Prix. November 2023- they did a special edition of the Belvedere Vodka (1000 units) just for the Las Vegas Gran Prix and for travel retailers (airports).<br/>They didn't have to do a lot because the Grand Prix manages everything on its own and it has its own rules, codes, and requirements.<br/>Related to the event, Belvedere just had to send the bottles and the billboards. Related to the activations in travel retail, the brand had more freedom.</p> <p>For the Las Vegas Grand Prix, the brand had a VIP lounge with a big size bottle on their bar, and the walls were covered with the logo and bottles. Clients</p> | <p>She does social listening and checks the KPIs on the socials dashboard with the KPIs. They have a KPIs and a press listening platform that gives all the results.<br/>Limitation – they don't know where the results came from because they do different events and activations at the same time.</p> <p>The retail activations (in-store) are what gives the most turnover.</p> | <p>The trends that she sees in the beverage industry are:<br/>The way that people drink. It is changing, people want freshly served cocktails and fast.<br/>She gave the example of "Served like beers".</p> <p>Spontaneous moments - not photo booths but for example buying lots of Polaroid cameras and spreading them around the event to make attendees to be spontaneous and do what they want with them.</p> <p>Unexpected locals</p> | <p>Experience about everything<br/>Redefine the experience they offer to the attendees</p> <p>Things are becoming much more playful than they have been.<br/>She gave the example of the brand Jacquemus and what it is doing. The popcorn in the store, etc.</p> | <p>She works for a beverage brand, and she does not care about fashion, so she is not into this matter.</p> |

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|    | <p>The organization was very challenging because Marrakech culture and the people are very tacky in the way they do things (ex: belly dancers) which, as a luxury brand, they want to bypass. The brand had to be very careful when dealing with the market. They worked with a local agency to better understand matters related to these cultural issues. They had a gigantic bottle coming up from the ceiling, a lot of spotlights and People from the account, owners of local clubs, restaurants, and hotels, people from the Middle East too (Dubai), local influencers (paid to be there), photographers, press (only vogue and GQ of the local market), editor in chief</p> <p>The invites were very personalized according to cultural likes. The dress code was silver. It's easy to feel exclusive just by inviting the coolest people out there. That already gives a good sense of exclusivity. Exclusivity is the easiest to work on, intimate event + famous people invited. They had belly dancers but elegant and chic sexy. The event was not about inclusivity because they wanted to focus on the Marrakech culture and the Middle East, mainly.</p> | <p>could buy the beverages at the bar. The brand also sponsored the rapper Future birthday party (the star of the brand's new campaign). He had all over his birthday place the bottle displayed. Moet-Hennessy also sponsors Naomi Campbell's parties, fashion weeks, and other big events,</p> <p>"Collaboration is everything, without collaboration there is nothing. If there was no collaboration from the hotel owners, I didn't have a place to host the event and I couldn't have my products displayed". "It's important to have influencers that have a good relationship with you and your brand but sometimes to be a pretty girl and reach 10k people it's nothing. The press is dead, but it still has more coverage than influencers. Influencers are expensive and you never really know the turn-off they will be going to get for you. Influencers are tricky in my opinion". They always partner with hotels and big venues, and it is a race of who gets the better partner. The secret of the event is there.</p> |  | <p>of events - for example, throw a party in a bathroom, people don't want the event to be too staged, and this is a trend that came to stick.</p> <p>An intimate gathering - groups of 10 people max for 20 min. more than 100 people is not an event it is a festival.</p> |   |  |
| 2° | <p>Brand: Christian Dior – Haute Couture<br/>Event: Fashion Week in January 2024<br/>Dior fashion shows</p>   | <p>Dior Haute Couture at the Oscars 2023. The brand represents itself by dressing up celebrities. Dior also</p>   | <p>"I don't really know much about this because I am not the person responsible for the ROI of our</p> | <p>"The thing that comes to my mind is the confidentiality between Dior and</p>  | <p>The future of luxury events needs a big change, especially at Dior because</p> | <p>"No, I definitely do not think that fashion shows lost their identity and power. With the</p> |

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| <p>take place at the beginning of the Paris Fashion Week. On Mondays is the Haute-Couture show and on Tuesdays is the Pret-a-Porter. After there is a "Villa", a big showroom in a rented place in the centre of Paris where Dior welcomes its top clients by appointment for 2 hours. Fashion Week is a global event where they implement the 'sales by zones' strategy to expand Dior Haute Couture outside France. With COVID-19, they started to show what is Dior Haute Couture in Pret-a-Porter stores worldwide, and they began to ask for help from the different store managers. "They brought us their top clients and gained a commission for each of them who joined Haute Couture. We used this strategy to recruit new clients for our division. Today, we use this strategy to invite new customers to our show". Besides having a perfectly fitted piece of clothing they give the customer a very exclusive treatment focused on the details that make their customers loyal. They have a very luxurious and decorative store, bar, and restaurant. It also takes a lot of days to prepare for the clients' appointments. They know which is the client's accommodation in Paris and they send flowers, wine, food... When they do bridal dresses, they offer matching shoes, the stockman with the name of the client embroidered, a photo shoot of the couple in the Avenue</p> | <p>gives matching jewellery to use during the event. 90% of the time the dresses worn by celebrities at the Oscars already exist in Dior's achieves and they give them to the celebrities to attend the event. The identities of the brands that are emphasized are few. Yes, the dresses and the suits are Dior, but they are hardly recognized just by looking at them, the only Dior identification is on the tag. Dior is anti-logos, so it is hard to identify the brand in such events. At the Cannes Festival, for example, there is a stand of Dior Parfums and Dior Makeup and Cosmetics that contains the logo, and the characteristic bottles and containers.</p> <p>"The importance of collaborations is high. The media brings awareness to the brand and the press department tries hard to dress up celebrities. To collaborate with famous people is so important for us that every time we dress someone famous, we have clients coming to Paris to ask for the same dress. We cannot satisfy all clients because we only make one dress. It's hard to manage this.</p> | <p>events".</p> | <p>our clients. I know this is not a trend, but it is essential. Our clients expect our confidentiality on every occasion, be it an appointment at the store or at a big event".</p> <p>"Related to the trends, right now none come to my mind, but I keep thinking about the luxury service that must keep being improved. From having a good bar service to a chauffeur service to park clients' cars is essential and I know that there are customers who don't come to the store for this reason".</p> <p>"Although treating every Dior customer equally inside the store is a rule of the Maison Dior, it is not implemented in real life". She agrees that every sales assistant should be trained in this direction.</p> | <p>the brand grew quite fast in the last few years.</p> <p>The company needs to change its artistic director and "I know that these types of changes, in the creative part and the designs, will happen shortly because fashion is a cycle and does not stay stagnant for a long period. Everyone feels that Dior needs to change its page". Maria Grazia Chiuri has been at Dior for 7 years and there is the need of an urgent change in Dior's designs.</p> | <p>rise of the digital world, runaway shows gained even more importance than before. Today everyone has access to a fashion show". Fashion Shows reached further and further, to an audience that was previously impossible to reach. It reaches a larger number of people and with digital influencers, "fashion week is THE event". Especially for Haute Couture houses that set the trends at the beginning of the season. Fashion shows have a lot of power and importance in the world of fashion, they inspire <i>pret-a-porter</i> and retail. Even for those who work in the industry and are used to seeing new pieces every day, seeing them on models walking live is always an excitement and the event of the year. "The fashion shows every season are what bring us closest to our customers and keep us in touch with them. Even those who can't come to Paris speak to us on the phone and we always have a lot of conversation with them after the shows".</p> <p>Furthermore, "for our customers, being invited to our fashion shows is a sense of pride and we always receive very positive feedback after the event".</p> |
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|    | <p>Montaigne building and iconic stairs, and a photo album reporting how the dress was made in the atelier.</p> <p>The brand also pays a lot of attention to the packaging, and it knows the likes of each customer.</p> <p>Exclusivity- they only sell 3 pieces in the whole world and not in the same country</p> <p>Inclusivity- it is not inclusive - their clients need to have the money, the passion for Haute Couture pieces, and the capacity to wait (today's clients want everything for tomorrow but a Haute Couture client needs to be okay with waiting 1+ year for the dress).</p> <p>They invite the press, famous people, and top influencers to cover their events. It also gives a dinner party to gain even more awareness with every attendee of the fashion show.</p> |   |   |  |   |  |
| 3º | <p>Company: Companhia das Soluções</p> <p>Event: Spring/Summer Open Day Showroom</p> <p>December 2023; Companhia Das Soluções hosted a showroom where some brands such as Lion of Porches, Pinko, Francomina, and Elisabetta Franchi were displayed.</p> <p>She had to showcase in the best way possible the pieces their clients sent them and communicate Companhia das Soluções as a PR agency.</p>  | <p>"I can't answer that because this strategy does not apply to the company. We don't have representation in other events, we just do our own".</p> | <p>The company usually measures engagement - the level of participant involvement during the event (average duration of attendance, number of interactions on social media, questions asked during the event).</p> <p>They sent a post-event satisfaction survey to analyse the feedback of attendees on their experience of the event.</p> <p>They did Social Media Listening and the reach and impact of social media interactions related to the event, measured</p> | <p>She stated that today's trends are mainly dictated by social platforms, TikTok mainly.</p> <p>"Today we are in the 'Mob Wife Era' meaning extravagance, patterns, and vivid dark colours. I feel like this fashion trend passes to the events in the way that brands put more effort into the venues, decorations, invites, and entertainment. For example, they get stronger decoration in emblematic and historic buildings or luxury hotels,</p> | <p>For the future, she thinks that luxury brands should start working on exclusivity again because right now luxury brands want to adapt to every trend and every fashion style out there.</p> <p>Even the ones that don't relate at all to the roots and the identity of the luxury houses. They want to be appealing to the widest possible consumer, so she recommends luxury brands have a new strategy that faces exclusivity and not inclusivity.</p> <p>"Luxury is not</p> | <p>She thinks that fashion shows do not have the same importance. She gave the example of The Row - They didn't allow cell phones inside the parade so it wouldn't be as accessible to the public outside the event. They didn't want the fashion show to be accessible to everyone. They wanted to keep something private and intimate, exclusive to their guests, and not have their pieces displayed online, 5 minutes later for everyone else.</p> |

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| <p>Guestlist: was a balance between the best journalists and influencers of the city and their clients (brands that Companhia das Soluções work with) and top consumers of the brands. They invited a total of 200 people to the event: only people who already had a long connection and loyalty to the company.</p> <p>Strategies: It was a 3-member team that had different roles in the event. She was trusted with the decoration of the venue, the catering, the social media and the press, and the goodies that they gave to the attendees before they left the event. She also did the layout of the brands, the merchandising, and the visual display to make it as appellative as possible to the attendees.</p> <p>Services: bar with creative and summery beverages. There was a theme, and the invites and decorations were according to the theme.</p> <p>They had alcoholic ice cream in the bar to call summertime and aesthetic.</p> <p>They invited an illustrator who did personalized images for every attendee to give a unique and characteristic experience to everyone.</p> <p>They also had videographers and photographers to catch the best moments.</p> |  | <p>by mentions, shares, likes, and comments on platforms like Instagram, Facebook, and TikTok.</p> | <p>restaurants, yachts... grandeur and luxury venues to wow attendees and to make an impression on them".</p> <p>"The simplistic and minimalistic venues and "less is more" belong to the past and consumers don't want it anymore. We can see it in the way of dressing, on social media. Everyone combines different colours with different patterns and textures and mixes them all together".</p> | <p>meant to be so accessible to everyone and it will take a turn".</p> | <p>The fact that nowadays the shows are on Vogue Runaway 5 minutes after being shown takes away the importance and magic of exclusive shows.</p> <p>People at the top of the fashion industry don't feel exclusive nor do they realize the importance of being present - it's not that important anymore.</p> <p>She adds that some time ago, fashion shows were the event of the year for the brands, and the attention was focused on the fashion show. Nowadays, brands hold thousands of events a year, making fashion shows lose their importance due to the wide range of events and parties that luxury brands host, which is why she also thinks that fashion shows have lost their significance over the years.</p> |
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| <p>4°</p> | <p>Company: Loewe<br/>Event: Dinner and Exhibition before the Salone del Mobile Milano.</p> <p>The event was at the Palace of Milano, where Loewe hosted a dinner and an exhibition showcasing the pieces (lamps) that would be presented later in the Salone del Mobile.</p> <p>Each Loewe's store manager can invite customers who are linked to the event, in this case, who are interested in art and design, and who are art collectors.</p> <p>Loewe provides the accommodation and the flight to the attendees. During dinner time and at the exhibition, customers are the first to see the collection before the fair starts because the collection (lamps) was part of the decor in the palace.</p> <p>The target of the invitation is based on the customer's profile, their purchasing power, and whether their tastes align with the type of event it is. "The key is to get to know each customer as well as possible."</p> <p>There was a PR party in the same local two days after the dinner and exhibition, at the same time as the fair opening.</p> <p>"Nowadays, people have access to everything, and what we, as a brand, can give are great experiences that are only by invitation. For example, we already offered an</p> | <p>The event was at the Palace of Milano, where Loewe hosted a dinner and an exhibition showcasing the pieces (lamps) that would be presented later in the Salone del Mobile.</p> <p>Each Loewe's store manager can invite customers who are linked to the event, in this case, who are interested in art and design, and who are art collectors.</p> <p>Loewe provides the accommodation and the flight to the attendees. During dinner time and at the exhibition, customers are the first to see the collection before the fair starts because the collection (lamps) was part of the decor in the palace.</p> <p>The target of the invitation is based on the customer's profile, their purchasing power, and whether their tastes align with the type of event it is. "The key is to get to know each customer as well as possible."</p> <p>There was a PR party in the same local two days after the dinner and exhibition, at the same time as the fair opening.</p> <p>"Nowadays, people have access to everything, and what we, as a brand, can give are great experiences that are only by invitation. For example, we already offered an experience at the Paris Municipal Library, where Loewe organized a small dinner for 100 people. People don't have the power to close the library for themselves, as Loewe</p> | <p>"ROI is always calculated to justify the spending. I calculate clients' plane tickets, lunch bills, catering, decoration, and the cost of each client at events. Before inviting someone, I have to have the CRM well done. I have to have a connection with the client and know in advance what they will spend".</p> <p>"I don't have any limitations. I'm very particular about the people I invite. If I don't think anyone is suitable, I'd rather not take anyone with me than not make a profit because otherwise, this will influence the perception of Portugal in the headquarters".</p> <p>The type of event that drives the biggest ROI are the fashion shows+showroom+dinner. Customers must wear 3 different looks and they end up buying things from the new collection, which is very good for the brand and generates ROI.</p> | <p>"In my opinion, brands do not create events according to trends but rather according to their identity and DNA because brands are the ones who launch trends, they are the ones who define them, so they don't go after anyone. Brands are aligned with their values".</p> | <p>"I don't know, brands are doing things that have never been done before. For example, Miu Miu invited a client to walk on the show. Even more exclusive events will be hosted by luxury brands for their top clients, and I think brands will start to invite them to see the designers working in the ateliers, to the behind the scenes, etc, to create a stronger connection".</p> | <p>"It's very different whether you're watching (a fashion show) on your cell phone or sitting in the front row. Customers feel like stars at fashion shows. People outside are asking who they are. They elevate the ego, and they are priceless experiences to be invited to. Thinking from a customer perspective, fashion shows continue to be the top experiences among luxury customers".</p> |
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| <p>experience at the Paris Municipal Library, where Loewe organized a small dinner for 100 people. People don't have the power to close the library for themselves, as Loewe did. That's why these experiences are so important because customers only have access to them with an invitation. And we, as a Loewe store in Portugal, must fight for invitations to give to our top clients".</p> <p>She only invites clients of a certain segment (the ones that send the most money), so she excludes a lot of them. In other words, there is no inclusivity in luxury brand events. "When customers are invited, it is assumed that they will spend money because they have to go dressed in Loewe. I try to vary the clients I invite and take different people, but always from the same segment. I have to have a return because if I don't, I lose invitations for the next one".</p> <p>"First, I take into account the segmentation and secondly, the type of event it is. In an attempt to be inclusive, I have several profiles that I take to events, to give other people the opportunity to experience this".</p> <p>"I move a lot in our society. I have contacts with all the 5-star hotels and best restaurants in Lisbon. I also do in-store activations with the Ritz member's</p> | <p>did. That's why these experiences are so important because customers only have access to them with an invitation. And we, as a Loewe store in Portugal, have to fight for invitations to give to our top clients".</p> <p>Inclusivity: She only invites clients of a certain segment (the ones that send the most money), so she excludes a lot of them. In other words, there is no inclusivity in luxury brand events. "When customers are invited, it is assumed that they will spend money because they have to go dressed in Loewe. I try to vary the clients I invite and take different people, but always from the same segment. I have to have a return because if I don't, I lose invitations for the next one".</p> <p>"First, I take into account the segmentation and secondly, the type of event it is. In an attempt to be inclusive, I have several profiles that I take to events, to give other people the opportunity to experience this".</p> <p>"I move a lot in our society. I have contacts with all the 5-star hotels and best restaurants in Lisbon. I also do in-store activations with the Ritz member's club in Portugal, for example.</p> <p>I make a lot of lunches that help me with word of mouth. For example, I had lunch on Women's Day with my best female customers, and the next day I had all of these customers' friends in my store buying and we made a</p> |  |  |  |  |
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| <p>club in Portugal, for example.</p> <p>I make a lot of lunches that help me with word of mouth. For example, I had lunch on Women's Day with my best female customers, and the next day I had all of these customers' friends in my store buying and we made a lot of money. I have to be creative and go after opportunities."</p> | <p>lot of money. I have to be creative and go after opportunities."</p> <p>For example, at the Salone del Mobile, where Loewe presented a collection of luxury lamps and also when Loewe dressed the entire cast of the film Challengers at its premiere, Rihanna at the Super Ball, and last year's Beyoncé tour.</p> <p>"I don't know how to specify, but I can say that at Salone del Mobile there were, for example, some tuk-tuks covered with Loewe's summer print that took guests from the Loewe store to the event location".</p> <p>Loewe has four values but two are the most relevant that she represents in the events: 'craft' which is present everywhere (events too), and 'culture', the brand's connection to art, cinema, and artistic movements. The brand is also identified by being bold, fun, young, energetic, vibrant, colourful and light. "There is a big difference between going to a Prada or a Loewe event".</p> <p>"I'm very much in favour of collaborations in events and connections in general. One thing leads to another. Competition in this avenue (Avenida da Liberdade) is a positive thing because it makes Lisbon a luxury centre. I'm in favour of collaborations with hotels and restaurants".</p> <p>"Regarding new partners, I choose them</p> |  |  |  |  |
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|    |  | based on where my target moves. Where are my customers? What places do they frequent? Where do they move? It is in these places that I find my partners and collaborations".   |   |  |  |  |
| 5° | <p>Company: IWC<br/>Event: Event to celebrate 10 years of partnership with Lewis Hamilton.</p> <p>IWC did an event to celebrate 10 years of partnership with Lewis Hamilton and Mercedes-Benz, during the Grand Prix last year in Abu Dhabi.</p> <p>IWC had Lewis for 3 hours and the brand tried to do the most out of his presence. They created a full event around him to celebrate the 10 years of partnership with him.</p> <p>The event was for the top clients of IWC and Mercedes and important partners of IWC (around 150 people were invited). The format of the event was a talk with Lewis Hamilton, who is the face of IWC and Mercedes in Formula 1. IWC CEO was on stage with Lewis Hamilton and a guy from Mercedes. It was a talk between all the three. The event was to take guests through a journey of the collaboration between Lewis and IWC for the last 10 years and to talk about the different experiences they had together, what the brand added to him, what he added to the brand, and the timepieces that were created during their partnership.</p> <p>The brand decided that this was the format of the event they wanted to host, and they worked</p> | <p>They do events during F1. They have social media campaigns. They invite their clients to watch F1 in their boutiques. In the Miami Grand Prix, they had a massive activation with Lewis Hamilton and Famous Basketball players. In Las Vegas, they took over the track, which was closed for many years, and they did a massive activation. "We were targeting people who are interested in the same things the brand stands for".</p> <p>Last year, Hans Zimmer did his first concert in the Middle East. IWC was on the big screens doing the countdown before he went on stage to perform. IWC was in the venue and welcomed their guests to his concert in a private area. "Its money can't buy experiences".</p> <p>Hans Zimmer had created soundtracks for IWC collections.</p> <p>"For me, the importance of collaborations is very high. Strategic collaborations are important to the lifeline of IWC. The DNA remains the same as we associate and work closely with brands who have the same target, and we are very careful about whom we associate with. We have the longest partnership of 20 years with Mercedes and 10 years with Lewis. Associating yourself with people who are aligned</p> | <p>Every event that IWC does has a commercial return objective from it. They measure the success of the event by how much they were able to have a commercial return on the investment. Any event is measured within the first three months but for them, in a launching event, the ROI is the full year because they were launching the full collection for the entire year.</p> <p>When they are close to their customers, they have the immediate capacity to measure sentiment. "Every brand needs 9 mentions to stick positively. If I am doing an outdoor campaign, I measure by the metrics the media agency shares with me, but this campaign is difficult to measure, it's a limitation, because you don't have an exact number, and you do not know how many people bought because they saw it, but you keep doing it because it's crucial for you brand equity and brand visibility.</p> <p>The only thing you can measure is digital".</p> <p>Personalized client activation is what drives the biggest ROI. "We give a very exclusive experience to our client. For example,</p> | <p>Trends mentioned:</p> <p>Be immersive</p> <p>Brand collaboration</p> <p>Out of the box in the way you present yourself</p> <p>Do holograms, VR, immersive experiences, sensitive experiences</p> <p>"How can you immerse your clients in your universe?".</p> | <p>In future events, the customer needs to be the centre of it, the hero.</p> <p>"How does the brand enhance attendees the way they are?".</p> | <p>"No. Fashion Week needs to become digital where every one is on the runway. Increasing the gamification, for example (Gucci in the VR world). Brands are becoming more experimental and fashion shows eventually are going to be an experience that every person can have on their phone. It is no longer a front-row exclusivity, everyone will be front row, on the runway, because of artificial intelligence and technology. Luxury fashion brands need to be brave enough to give accessibility to everyone.</p> <p>The way fashion shows are done will change. People are moving away from fashion shows. They still enjoy it but is going to be more experimental, more interactive, more technology, more AI, and more personalized".</p> |

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| <p>with the events agency to create and design the space. IWC wanted the experience to be immersive so they found an immersive location that had projection 360 and it had a circular stage where the subjects would be in the center of the stage surrounded by beautiful content. The event was centered around the content and the speakers. In the end, there was time to ask questions. After IWC had also organized a meeting with Lewis for 1 hour for the 30 top clients (top spenders). These 30 guests were separated from the rest of the crowd to meet him. They had a cocktail, food, and photo booth. Mercedes could only invite 20 top clients for the talk and 5 to meet Lewis. IWC only invites for events their top clients and potential customers who are big spenders in other jewellery brands. They are very private and there is no press (exclusive). It is by invitation only and it is an opportunity to sit with Lewis (inclusivity). "The balance was our client's vs potential clients".</p> <p>The customers are reached through different platforms, it's a process. They target their clients through marketing, and media, and they reach them through awareness, brand messages, boutique activations, private events, and through their database (the biggest tool is the personal database- at the boutique, they take</p> | <p>with your brand DNA is the key</p> | <p>the watch-making classes, which we do a lot in all the countries. Every year, we make sure that every country has a watch-making class. It engages the watch collectors in the world of IWC and they sit there, put together a timepiece and it shows the craftsmanship of the brand. Only 10 people per country are invited to these events. These drive the biggest ROI by building affinity".</p> |  |  |  |
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| <p>all of the customer's details and likes and they make sure they get to know them, celebrate their special occasions, treat them depending on their level of purchase and make sure that their event caters their journey).</p> <p>"I find my partners based on their values and similarity to the brand and new clients through collaboration. For example, other luxury brand clients who have the profiles that IWC looks for are invited to the boutiques. We do this continuously at IWC. We collaborate with clients' exchange".</p> <p>Related to the details, they make sure that every single step of the journey is done to perfection: attendees' comfort, their food, and their drinks are part of the brand's essence, so they have special drinks created for every event. For example, Lewis is vegan, so they had a lot of vegan food.</p> <p>Each customer is greeted by the team of the boutique that they buy from, each boutique is there to receive their clients, speak to them, and give individualized attention. Also, the fact that they are giving attendees the chance to meet someone that they wouldn't have known in other circumstances (referring to Lewis Hamilton).</p> <p>As a strategy, she does the event set up, communication to clients, media plan, digital pan, and CRM. To create an event the first question is "Who are you speaking to?"</p> |  |  |  |  |  |
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| <p>"What is this event?" and "Who is your audience?", then you build your narrative based on what is the message you are trying to portray.</p> <p>"I always start with my audience; the strategy relies on exclusivity and that impacts how you plan your events. When it comes to planning the event from a practical perspective, once you identify your audience and what you are saying to them, you start thinking of the customer journey, of what is the experience that they are going to have from beginning to end. For the creative part, I work with my team to conceptualize it. The most important part is the clarity of the message and the journey. How do you want them to feel during the event and what is it you want them to live with after the event?".</p> <p>In IWC, she does boutique activations. She creates experiences within the space of the brand, where the product is sold. Top clients walk into the boutique, and they have experiences, that are in line with the values and identity of IWC, waiting for them.</p> |  |  |  |  |  |
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Source: Work Project Author

**Appendix 5 - Pre-recruiting questionnaire with answers to gather luxury consumers who follow online luxury events**

*Hello! I am Maria Miguel Silva, a final year master's in management student at Nova School of Business & Economics, Portugal. I am currently working on a research topic as part of my thesis which is related to Luxury Event Marketing: How do luxury brands influence consumer*

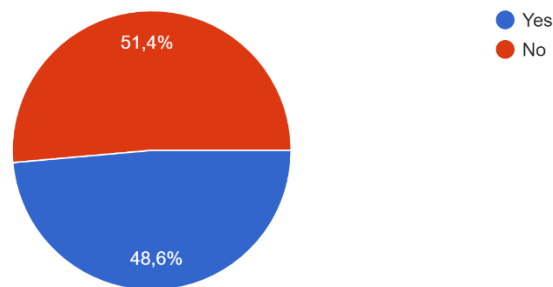
*behavior through events?*

*For this reason, I need to ask you a few questions:*

In the last year (march 2023 to march 2024), have you spent at least the following amount of money in one item? · Fragrances/Cosmetics: > 100€ /each... · Handbags: > 1 000€ /each · Shoes: > 300€ /each  
428 respostas

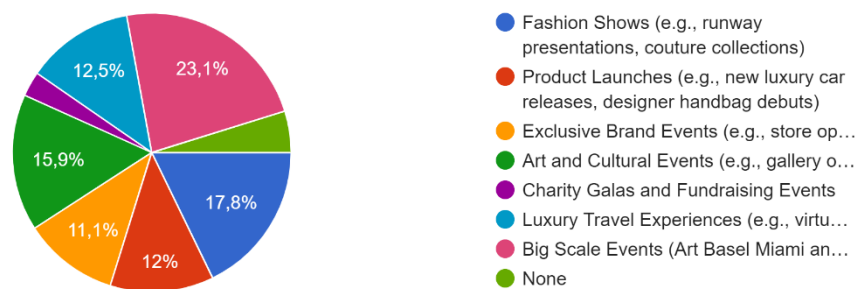
- Fragrances/Cosmetics: > 100€ /each
- Smartphones/Tablets: > 1 000€ /each
- Dresses/Suits: > 1 400€ /each
- Handbags: > 1 000€ /each
- Shoes: > 300€ /each

(Pianon, Abtan, & Bonelli, 2017)



What type of luxury events do you most often engage with online?

208 respostas



Source: Work Project Author

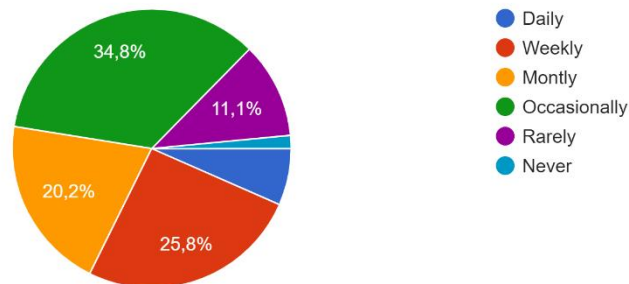
**Appendix 6 – Survey with answers to luxury consumers who follow online luxury events**

*Hello! I am Maria Miguel Silva, a final year master's in management student at Nova School of Business & Economics, Portugal. I am currently working on a research topic as part of my thesis which is related to Luxury Event Marketing: How do luxury brands influence consumer behavior through events?*

*For this reason, I need to ask you a few questions:*

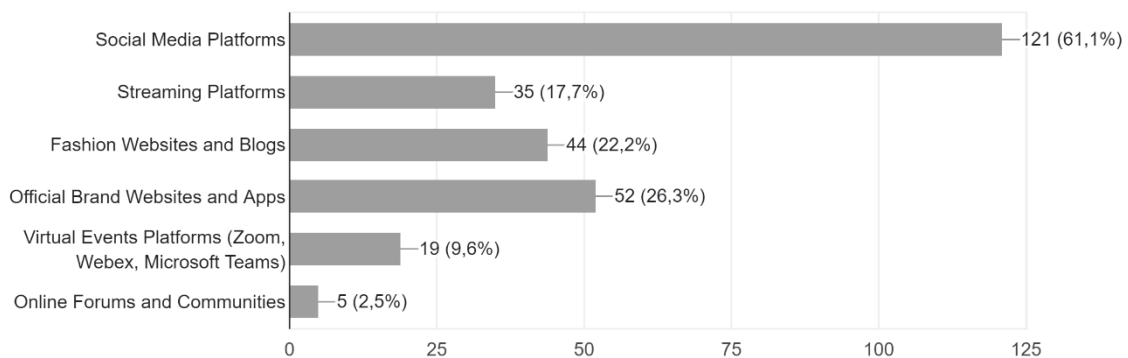
How frequently do you follow luxury events online?

198 respostas



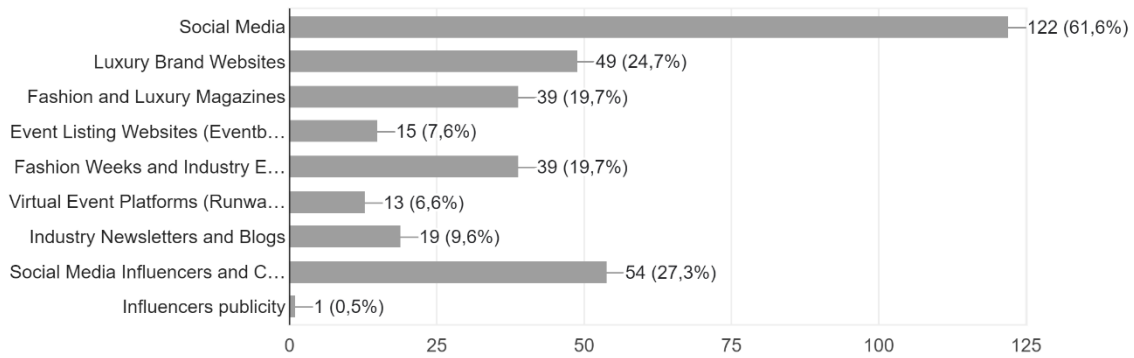
What platforms do you mainly use to follow luxury events online?

198 respostas



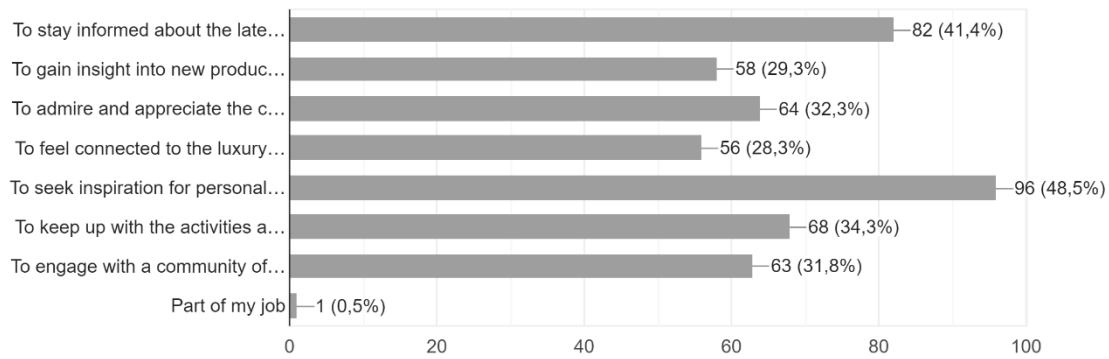
### How do you find online luxury events to follow?

198 respostas



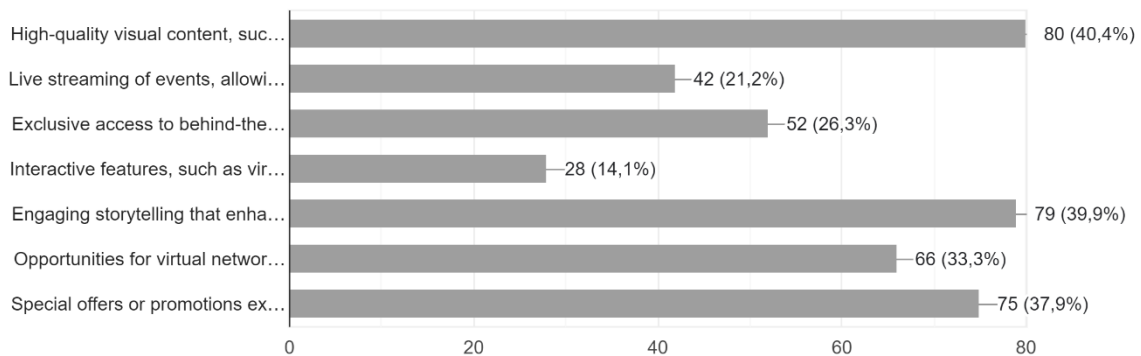
### What motivates you to follow luxury events online?

198 respostas



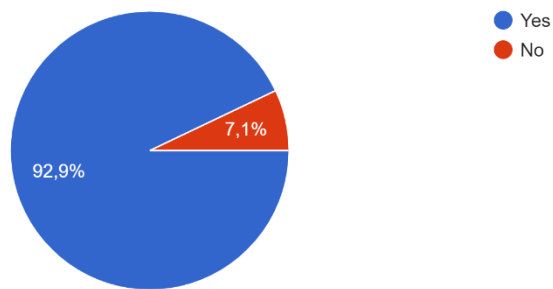
### What elements of online luxury events do you find most attractive or engaging?

198 respostas



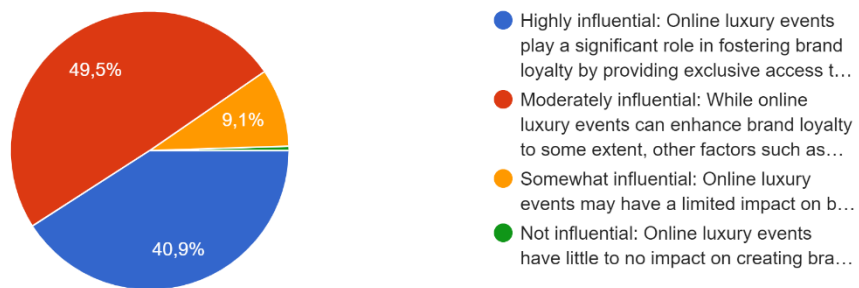
Do you feel more connected to a luxury brand after engaging with their online events?

198 respostas



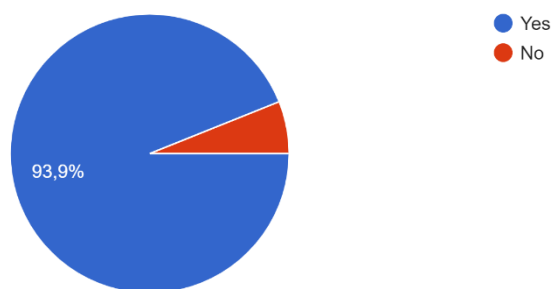
In your opinion, how influential are online luxury events in creating brand loyalty among consumers?

198 respostas



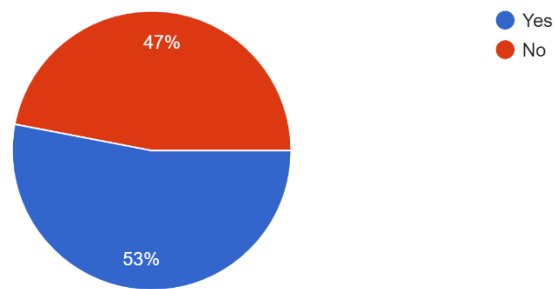
Do you find that exposure to luxury events online grows your interest in purchasing luxury items?

198 respostas



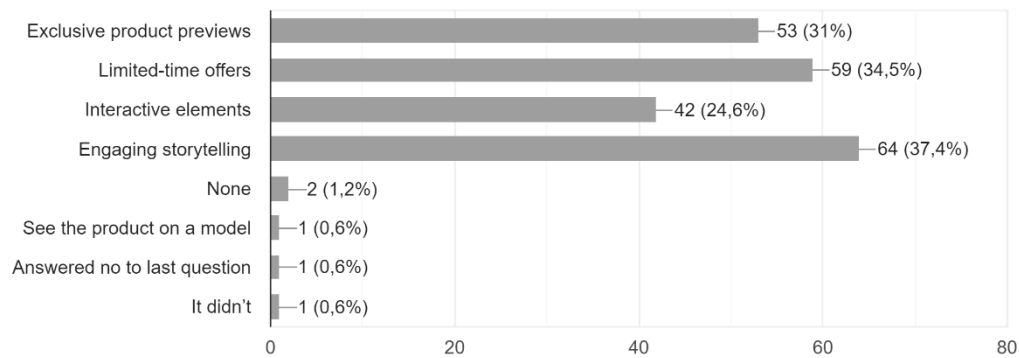
Have you ever purchased a luxury good after following a luxury event online?

198 respostas



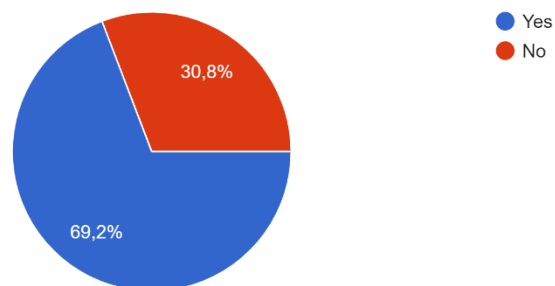
What aspects of the online event influenced your decision to make a purchase?

171 respostas



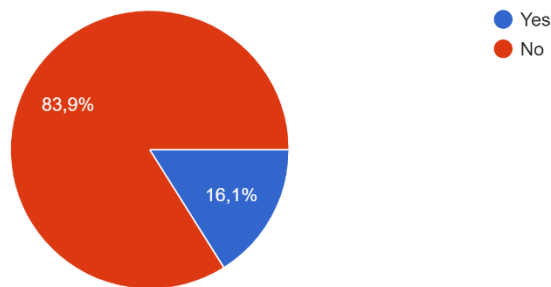
Have you ever watched fashion shows online?

198 respostas



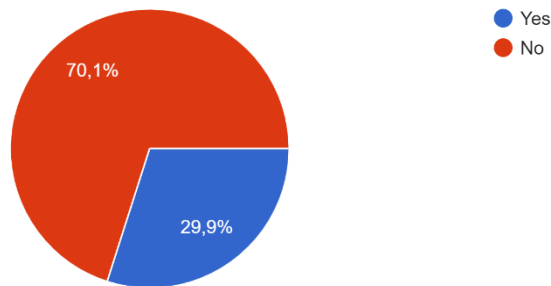
Do you think virtual fashion shows hold the same significance as traditional (physical) fashion shows?

137 respostas



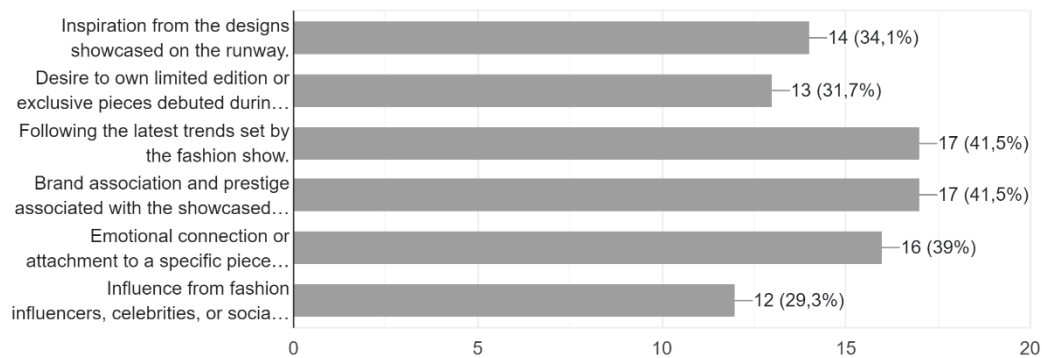
Have you ever made a purchase directly influenced by an online fashion show?

137 respostas



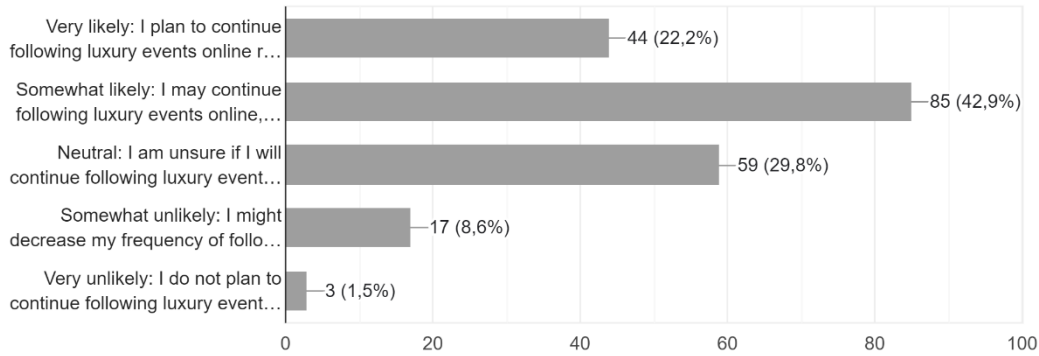
What motivated your decision?

41 respostas



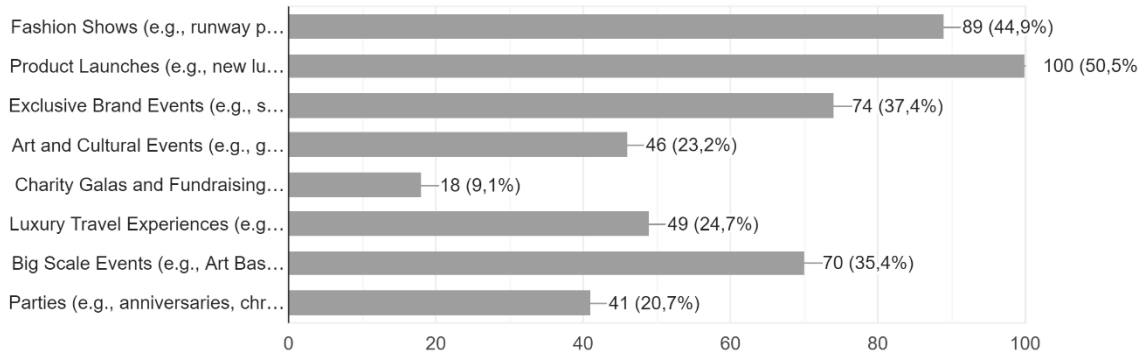
### How likely are you to keep following luxury events online in the next 12 months?

198 respostas



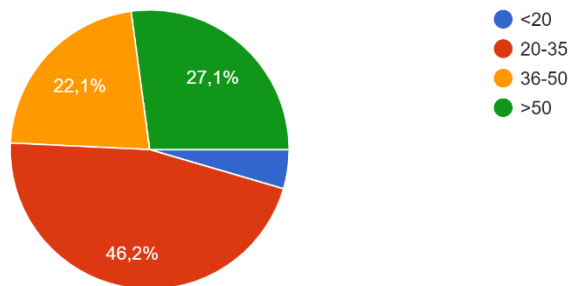
### What types of online luxury events are you most interested in engaging with in the future?

198 respostas



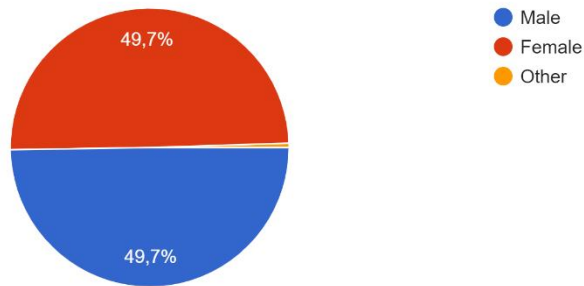
### What is your age?

198 respostas



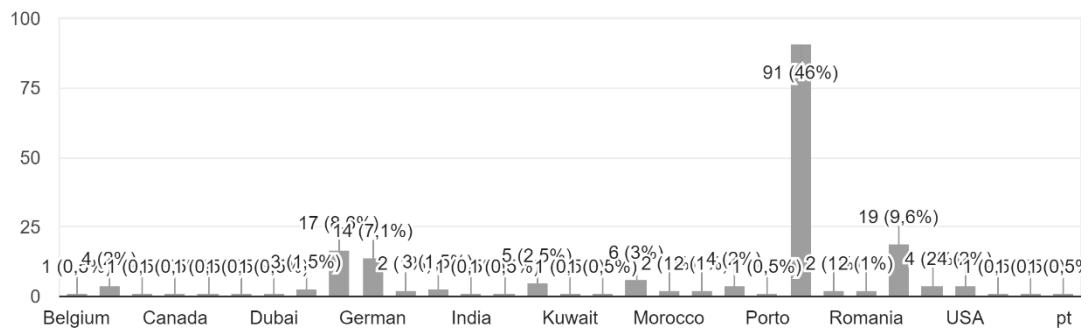
### What is your gender?

198 respostas



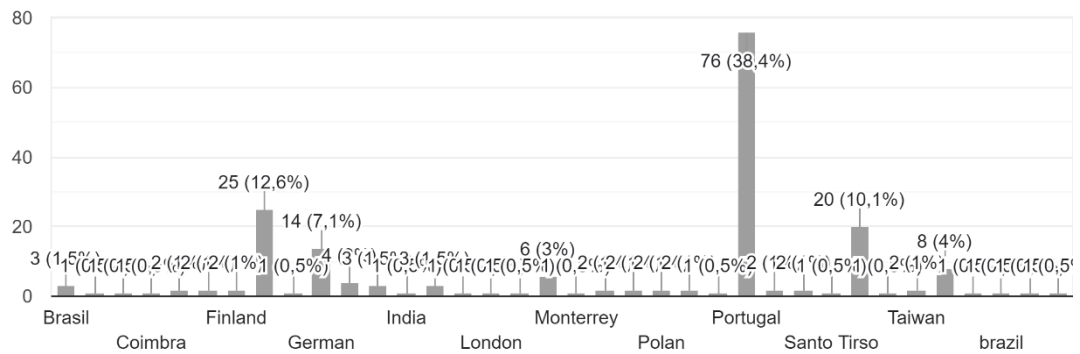
### Which country are you from?

198 respostas



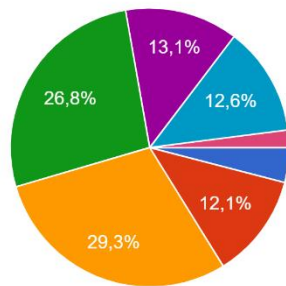
### Which country do you live in?

198 respostas



### Which is the size of the city you live in?

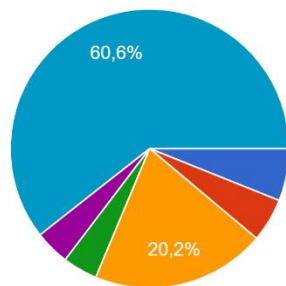
198 respostas



- Less than 20 000 residents
- 20 000 - 100 000 residents
- 100 000 - 500 000 residents
- 500 000 or more residents
- 1 million or more residents
- 5000 - 10 000 residents
- 2000 - 5000 residents

### Do you work in the following industries?

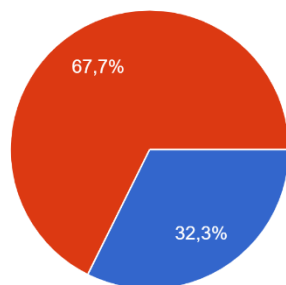
198 respostas



- Fashion
- Luxury
- Marketing
- Media
- PR
- None of the above

### Have you ever attended a luxury/fashion event in person?

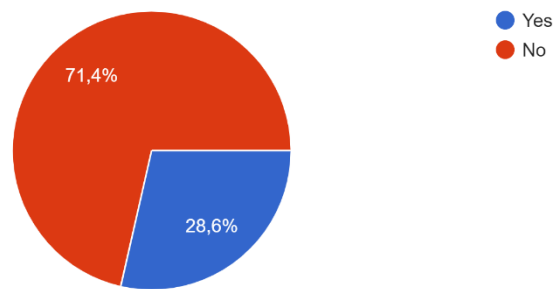
198 respostas



- Yes
- No

If so, would you be willing to be interviewed?

63 respostas



*I appreciate your time and participation as this adds depth and value to my thesis. Once again, I assure you that all answers remain anonymous when used in my thesis. Thank you and have a great day/ week!*

*Source: Work Project Author*