



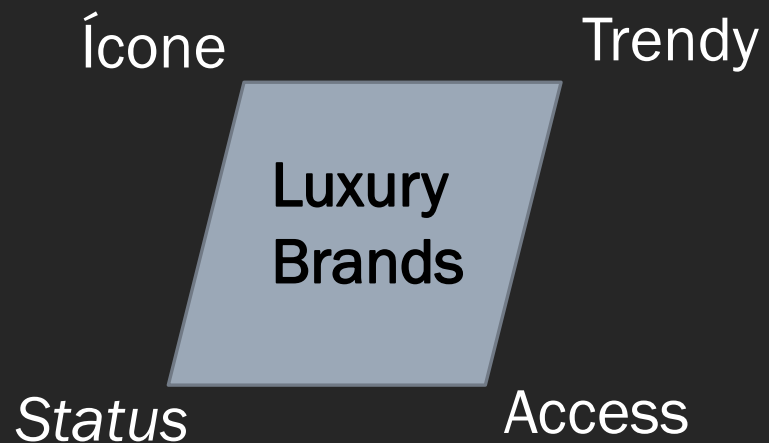
*"Luxury brand market in times of crisis"*

João Esteves

## The brand as an aesthetic universe

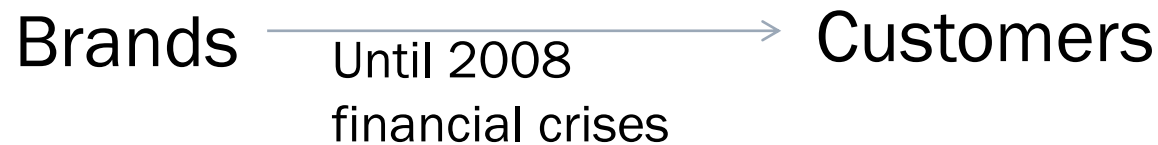
- Transformation of Family businesses in global luxury brands (Robert Bamford e Lionel Martin, W.O. Bentley, Ferruccio Lamborghini, Enzo Ferrari)
- Maintain the DNA of the brands and their factories in the original places.
- Luxury brands created with financial support, company culture and tradition





Aston Martin - 100 Years of Power,  
Beauty, Soul

<http://youtu.be/4BED-tXpvpQ>



- Understood what customers wanted
- Small digitalization
- CRM
- How could they find new customers
- Products associated with services
- Affinity marketing
- Cross selling
- New products (diesel engines in luxury cars)
- Ex: Farfetch

Aston Martin - Beginning a Second Century of Power, Beauty, Soul

[http://youtu.be/TsIHs\\_V6ROc](http://youtu.be/TsIHs_V6ROc)



Brands



After 2008

financial crises

Customers

- Digital Transformation is the new normal
- Luxury market always resisted to digital transformation
- E-commerce growth
- More communication
- Customer relationship
- Social responsibility

<https://youtu.be/BBsEILEUwMM>

<https://www.linkedin.com/posts/automobili-lamborghini-s-p-a-produced-1400-surgical-masks-and-300-protective-activity-6662019381196926976-lyl7>



- After the crisis, customers are going to choose the brands that kept an eye on the customers and had an empathetic mission during the crisis.
- Digitalization means to know and choose in real time what customers want and give a proper answer. (apps)
- Digitalization means to buy a luxury product without seeing it for real.
- Shops means to sell products, relationship, environment, services, network, environment
- New way of speaking!



Thank you!

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