



PRWIRE

The Luxe PR Insider: Navigating Public Relations In the World of Luxury

E-zine designed and published by PR students as part of the experiential learning process at SCMC



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From the Editor's Desk

The PR Wire is an initiative by the students of the Public Relations batch at the Symbiosis Center of Media and Communications. This edition of PR Wire brings you all things luxury, from clothes, bags, and make-up to flying. From the most exclusive brands to the latest fashion collections, we have curated the ultimate guide for those who appreciate the finer things in life. However, luxury is not just about material possessions. It is about experiencing life to the fullest, and we bring you stories of people doing just that; we highlight the individuals shaping the world of luxury!

Experiences are the New Currency in Luxury!

- Shivangi Dasgupta

Experiential marketing seeks to create an emotional connection between a brand and its consumers by offering them a unique and immersive brand experience. In the luxury industry, experiential marketing is an essential part of public relations as it allows luxury brands to provide an experience that makes the consumers feel closer to the brand, reinforces their brand identity, creates a sense of exclusivity and, of course, luxury!

Experiential marketing is not just a trend but a luxury brand's way of life!

Today, luxury brands create various consumer experiences, from immersive installations to personalised events that reflect their brand identity and drive sales and in-store traffic. For instance, Dior's Pop-Up Cafés to promote the "Dioriviera collection", where Dior launched a series of pop-up cafés in Tokyo, Seoul, and Paris inspired by the vibrant colours and energy of the Mediterranean coast. The pop-ups featured interactive installations and experiences, including a beach-themed lounge area and a garden-inspired terrace, offering Consumers various food and beverage options. The Dioriviera collection was prominently displayed, allowing consumers to experience the range of clothing, accessories, and fragrances on display, tactile and tangible, creating an emotional connection with the brand.



Inset: Dior Pop-Up Cafe in Paris
Source: Vogue France

A significant advantage of experiential marketing in luxury PR is that it can create a sense of excitement and anticipation around a brand translating into the increased buzz and word-of-mouth marketing. This can be especially important for luxury brands launching new products or entering new markets; a great example would be Louis Vuitton Men's Fall/Winter 2021. The brand created a virtual and physical experience that merged the worlds of fashion, gaming, and technology. The show was presented in a physical space in Shanghai, with a digital platform that included a video game that allowed players to explore a virtual version of Shanghai while discovering pieces

from the collection. The brand also created a limited-edition collectable in collaboration with "League of Legends", a popular online multiplayer game, that helped generate buzz and increase the brand's visibility among a wider audience.



Inset: Louis Vuitton x League of Legends
Source: Louis Vuitton

In the highly competitive and ever-evolving luxury industry, experiential marketing is vital for luxury brands that want to stay ahead of the curve and maintain their appeal among consumers. Today, brands want to create long-lasting 'brand advocates' due to the increased competition and evolving tastes of consumers. For instance, the "Volez, Voguez, Voyagez" exhibition by Louis Vuitton celebrated the brand's history and impact on fashion and travel. The exhibition took visitors through the brand's story, exploring the various collections, collaborations, and innovations that have made it one of the world's leading luxury brands. "Volez, Voguez, Voyagez" was an immersive experience that offered a glimpse into the past, present, and future of Louis Vuitton. A campaign like this caters to the current consumer base, making them loyal brand advocates and prospective consumers and making them want to be a part of the journey.

As we have seen with recent examples like Dior's Pop-Up Cafés and Louis Vuitton's Men's Fall/Winter 2021 show, experiential marketing is not only effective in promoting luxury products, but it can also help brands create long-lasting brand advocates, prospective consumers and obviously, retain existing loyal customers.

The possibilities for experiential marketing in luxury PR are endless, from pop-up shops to virtual events. The future of luxury PR is all about creating memorable experiences that speak to the hearts and minds of customers, and experiential marketing is the key to achieving this goal!

Beyond the Canvas: The Many Ways Luxury and Art Intersect

Luxury companies have a long history of cooperating in an endeavour to match the originality and cultural cache of the art world. These collaborations, which intriguingly and imaginatively combine the worlds of luxury and art, may be a significant source of mutual benefit. They could involve everything from funding performances and events to hiring artists for specific projects.

One of these is the ongoing collaboration between Louis Vuitton and contemporary artist Urs Fischer. Fischer, a well-known artist for his quirky and surreal works, created enormous sculptures out of colourful plastic blocks that were placed in the windows of the company's flagship store in Paris. The sculptures, which towered over passersby on the crowded Parisian street and showcased Vuitton's most current collection, were made. They bore the recognised brand monogram print.

The installation was well-liked by art and fashion enthusiasts, drawing sizable crowds and attention from the worldwide media. Fischer's work brilliantly and ingeniously combined the realms of high fashion and modern art, complementing the famous style of Vuitton.

This collaboration is only one example of Louis Vuitton's commitment to working with artists to create avant-garde, experimental pieces that excite and provoke. The brand has a long history of collaborating with artists, including Yayoi Kusama and Jeff Koons, and is famous for its avant-garde approach to fashion and design

In addition to collaborating with particular artists, upscale companies have a history of supporting significant cultural organisations and gatherings. The intersection of luxury and art is generally rich and diverse, giving both businesses and artists the possibility to explore new creative frontiers and engage with fresh audiences.



Inset: Louis Vuitton x Urs Fischer
Source: Her World Singapore



Here are some facts about the PR Industry in India:

1. In India, the PR market is thought to be valued more than INR 2,000 crore, or over \$300 million, and is projected to expand at a CAGR of 18% over the coming years.
2. According to a 2020 poll by the Public Relations Society of India, women make up approximately 70% of the workforce in the Indian public relations sector.
3. In order to promote government projects and policies through effective public relations campaigns, the Indian government established the Bureau of Outreach and Communication in December 2017.
4. One of the biggest clients for PR firms in the nation is the Indian government. PR agencies are used to handle public relations for the government and to foster favourable perceptions of its programmes.
5. The PR sector in India is renowned throughout the world for its originality and ingenuity. International honours for Indian public relations efforts have included Cannes Lions and PR Week Awards.

Viral Public Relations Campaigns in the Luxury Fashion Industry

- Abhigyan Chakravorty

In the world of luxury fashion, viral public relations campaigns have become an essential tool for brand building and consumer engagement. These campaigns are designed to generate buzz and create a sense of excitement around a particular product or collection, with the goal of increasing brand awareness and driving sales. In this article, we will explore some of the most successful viral public relations campaigns in the luxury fashion industry and examine the factors that contributed to their success.

The opening of the Alexander McQueen Savage Beauty show at the Metropolitan Museum of Art in New York in 2011 was one of the most remarkable viral campaigns in recent memory. The exhibition, which featured the late designer's most famous and ground-breaking creations, was a huge hit with fans of fashion all over the world. Because it appealed to a larger audience than simply fashion enthusiasts, the campaign's success can be attributed to its integration of high fashion with art and culture. The company promoted the exhibition through social media and conventional PR means, creating a lot of excitement and drawing sizable audiences to the event.

The 2017 debut of Louis Vuitton's partnership with Supreme was another successful viral PR campaign. Fashion lovers all around the world eagerly anticipated the collaboration, which saw the two legendary companies team up to create a limited-edition line of accessories and clothing. The collection sold out minutes after it was released because to the campaign's sense of exclusivity and urgency.

Because both brands strategically used their big followings on Instagram and other social media platforms to build excitement and expectation, the campaign was successful in part. Luxury fashion firms have had success with viral PR efforts by utilising celebrity endorsements and alliances in addition to social media.



Source: The Cut

The collaboration between Balmain and Beyoncé for the 2016 release of the singer's "Formation" music video is one such instance. Beyoncé's custom-made Balmain ensembles were prominently displayed in the video, which was very popular with both the singer's and the brand's fans. Because it blended the high-fashion appeal of one of the most recognisable companies in the business with the star power of one of the world's biggest celebrities, the campaign was a success.



Inset: Beyoncé in Balmain
Source: Refinery29

Naturally, not every viral PR strategy is a success. Some can backfire if people think they're being exploitative or insincere. Dolce & Gabbana's 2018 ad, which received flak for how it portrayed Chinese culture, is one instance of this. The advertisement, which showed a Chinese model attempting to eat Italian food with chopsticks, received harsh criticism for being both insensitive and culturally incorrect. Social media users reacted violently to the scandal and called for a widespread boycott of the company. The firm was had to apologise and postpone a significant fashion presentation in Shanghai as a result.

In conclusion, luxury fashion firms are increasingly using viral PR efforts to increase consumer engagement and brand recognition. The most effective marketing initiatives are those that use social media, celebrity endorsements, and tactical alliances to build a sense of exclusivity and excitement around a specific item or collection. However, it is crucial for firms to be aware of the dangers and to make sure that their advertisements are genuine and sensitive to cultural differences. A viral PR campaign may alter the game for luxury fashion firms aiming to strengthen their brand and forge deep connections with consumers if it is planned and executed properly.

Brand Spotlight: Tiffany X Nike

The Tiffany & Co. and Nike collaboration, a limited edition release of the iconic Nike Air Max 1 sneakers in the brand's signature "Tiffany Blue" color, was a highly anticipated release among sneaker and luxury brand enthusiasts. The sneakers feature a metallic silver Swoosh and a Tiffany & Co. lace tag, creating a unique and stylish look. This collaboration was a strategic move for Tiffany & Co. to appeal to a younger, fashion-forward audience and expand their brand beyond traditional luxury jewelry. The collaboration was a success, with the sneakers selling out quickly and becoming highly sought after among collectors.



PRized Possessions This 2023!

1. The SABRE Awards - This is one of the most coveted awards in the PR industry, recognizing the best public relations campaigns and initiatives worldwide. Previously won by luxury brands such as Louis Vuitton, Chanel, and Hermès
2. The PRCA Awards - This is the largest and most prestigious PR awards program in the UK. In 2021, luxury brands such as Harrods and Bentley Motors won awards in various categories, including "Best Use of Media Relations" and "Best Influencer Campaign".
3. The PRweek Awards - This is another major award in the PR industry, recognizing excellence in public relations campaigns across various sectors. In 2021, Burberry won the award for "Best Use of Creativity" for its Christmas campaign, while Cartier won the award for "Best use of Influencers" for its "Clash de Cartier" campaign.



The Art of Personalization in Luxury PR

- Aastha Bhardwaj

In today's age of digital marketing, personalization has become the cornerstone of a successful marketing strategy, particularly for luxury brands. Personalization is about crafting experiences that are unique to each customer, tailoring every interaction to their individual preferences and needs. Luxury brands have begun to use data and technology to create personalized experiences for their customers. This article explores the art of personalization in luxury PR, including how luxury brands are using data and technology to create personalized experiences for their customers, and why it is important for building brand loyalty.

Luxury brands have always been about providing a superior experience to their customers. Personalization is essential in maintaining the brand's exclusivity and appeal. By using data and technology, luxury brands can create distinctive experiences that feel bespoke to each customer, while maintaining the brand's image of exclusivity.

Personalization is essential in luxury PR because it allows brands to create a sense of exclusivity and a feeling of being valued, which can lead to increased brand loyalty. When customers feel that a brand understands their individual needs and preferences, they are more likely to become repeat customers and to recommend the brand to others.

Personalization also helps luxury brands to stand out in a crowded marketplace. In today's age of digital marketing, customers are bombarded with marketing messages at every turn. Personalization allows luxury brands to cut through the noise and to create experiences that feel unique and tailored to each customer. By providing a personalized experience, luxury brands can differentiate themselves from their competitors and stand out in the minds of their customers.

Data is at the heart of personalization. By collecting data on their customers' preferences, behaviors, and needs, luxury brands can create experiences that feel uniquely tailored to each customer. Data can be collected through a variety of means, including customer surveys, purchase history, social media engagement, and web browsing behavior.

By analyzing this data, luxury brands can create customer profiles that allow them to provide experiences that feel new and different for everyone.

For example, a luxury fashion brand could analyze a customer's purchase history to determine their favorite styles, colors, and designers. The brand could then use this information to create a personalized shopping experience, suggesting items that match the customer's preferences and offering tailored styling advice.



Inset: Custom Lancome Foundation
Source: Lifestyle Asia

Luxury brands have employed various personalization techniques using data and technology to provide unique experiences to their customers. Some of the major examples of this practice in recent times are brands like Burberry and Estée Lauder are using chatbots to provide personalized advice and assistance to customers. For example, Burberry's chatbot provides personalized recommendations to customers based on their browsing and purchase history, while Estée Lauder's chatbot provides beauty advice and product recommendations based on customers' skin type and concerns.

Other brands such as Rolls Royce and Bentley also leave no stone unturned when it comes to providing the best personalized experience to their customers. Customers can select various customization options, including colors, materials, and features, creating a unique and personalized experience that feels bespoke to each customer.

The art of personalization in luxury PR is about crafting experiences that are unique and tailored to each customer, helping to build brand loyalty and differentiate luxury brands from their competitors. Data and technology are key tools that luxury brands are using to create personalized experiences, analyzing customer data to create customer profiles and using technologies such as AR, VR, and AI to provide unique and tailored experiences. As luxury brands continue to embrace personalization in their marketing strategies, we can expect to see more innovative ways of creating extraordinary experiences.

How do Luxury Fragrance and Cosmetic Brands Create Effective PR Strategies?

- Christabel D'Cunha

With audience attention spans growing smaller and consumer intelligence growing awareness, along with a millennial audience that has little to no interest in reading magazines or watching TV, traditional marketing strategies are no longer effective. As we all know, it's challenging to draw in and even more challenging to keep a luxury consumer. To engage a luxury-loving audience and win their lifetime loyalty, a luxury brand's public relations strategy is key. Therefore, it is crucial for the thriving luxury industry, an extremely competitive sector that is constantly vying for attention, to make PR work.



around their products. Charlotte Tilbury has worked with beauty influencers such as Huda Kattan and NikkieTutorials to promote their makeup line.

Another effective PR strategy used by luxury fragrance and cosmetics brands is creating memorable experiences for their customers. These brands often host exclusive events and pop-up shops where customers can try their products and interact with brand ambassadors. Chanel created a pop-up shop in New York City to promote their new fragrance, where customers could take part in interactive experiences and learn more about the brand. These experiences help to build brand loyalty and generate positive word-of-mouth marketing.

Luxury fragrance and cosmetics brands rely heavily on effective public relations (PR) strategies to create a strong brand image and establish their products as desirable and aspirational. These brands invest heavily in building relationships with their customers, influencers, and the media to ensure that their products are promoted effectively. In addition to wanting to control the news, luxury brands also desire to be in it. Luxury brand-focused PR firms are aware of the necessity to strike this fine balance. They'll collaborate to create a PR strategy that not only controls how people perceive the brand but also aids in giving it life.

One of the key strategies used by luxury fragrance and cosmetics brands is to leverage the power of celebrities and influencers. A prominent example is from the luxurious brand Dior who have used celebrities such as Charlize Theron and Natalie Portman to promote their fragrances, while Estée Lauder partnered with Kendall Jenner to promote their makeup line. These endorsements can create buzz around the product and generate positive media coverage, helping establish the brand as a leader in the industry. In addition to celebrity endorsements, luxury fragrance and cosmetics brands also work closely with influencers in the beauty industry.

These influencers have a large following on social media and are highly influential in shaping consumer behavior. By partnering with influencers, brands can reach a broader audience and generate more buzz

Luxury fragrance and cosmetics brands also use philanthropy as a PR strategy. By partnering with charitable organizations, these brands can demonstrate their commitment to social responsibility and give back to their communities. MAC Cosmetics has a long-standing partnership with the MAC AIDS Fund, which has raised millions of dollars for HIV/AIDS research and treatment.

Finally, luxury fragrance and cosmetics brands often invest in media relations to ensure that their products are featured in high-profile publications and on influential blogs. These brands work closely with journalists and bloggers to provide them with exclusive access to their products and to generate positive reviews. By securing positive media coverage, these brands can reach a broader audience and establish themselves as industry leaders.



Source: Global Cosmetic News

PR Agencies and the Luxury Brands they Manage



Flying in Luxury - Public Relations 40,000 feet above Sea Level

- Divyana Das

Gone are the days when flying first-class was the limit of luxury air travel. Airline companies like Etihad Airways, Qatar Airways and Singapore Airlines, among several others, have completely revolutionized luxury for travelers. Today, luxury is a way of life, it is more than just mere socio-economic privilege. Airlines especially are partially responsible for creating this image of luxury wherein the experiences one is part of, carry the true essence of this term. Yet, this entire shift in cultural perception did not take place overnight, but it was rather a carefully curated strategic move to keep up with the dynamism of the industry. With that said, Public Relations is actually one of the main reasons why these aviation giants have been able to redefine luxury for all their consumers.

One of the key PR practices employed by luxury airlines is creating a unique brand image. Brand image is the perception that customers have about a particular company or product. Luxury airlines work hard to create a brand image that sets them apart from other airlines. They use various strategies, including designing a unique logo, creating an elegant and luxurious in-flight experience, and crafting messages that communicate their values and mission. A great example of this is Emirates Airlines, a luxury airline based in Dubai which has successfully created a brand image that is synonymous with luxury and opulence.



Luxury airlines maintain a consistent brand image across all touchpoints, from their website to their in-flight experience. This ensures that customers recognize the brand and associate it with luxury and quality. In order to maintain this consistency Luxury airlines offer personalized services that cater to the needs of individual passengers. For example, Emirates Airlines offers a chauffeur-driven car service for its first and business-class passengers, while Qatar Airways offers a

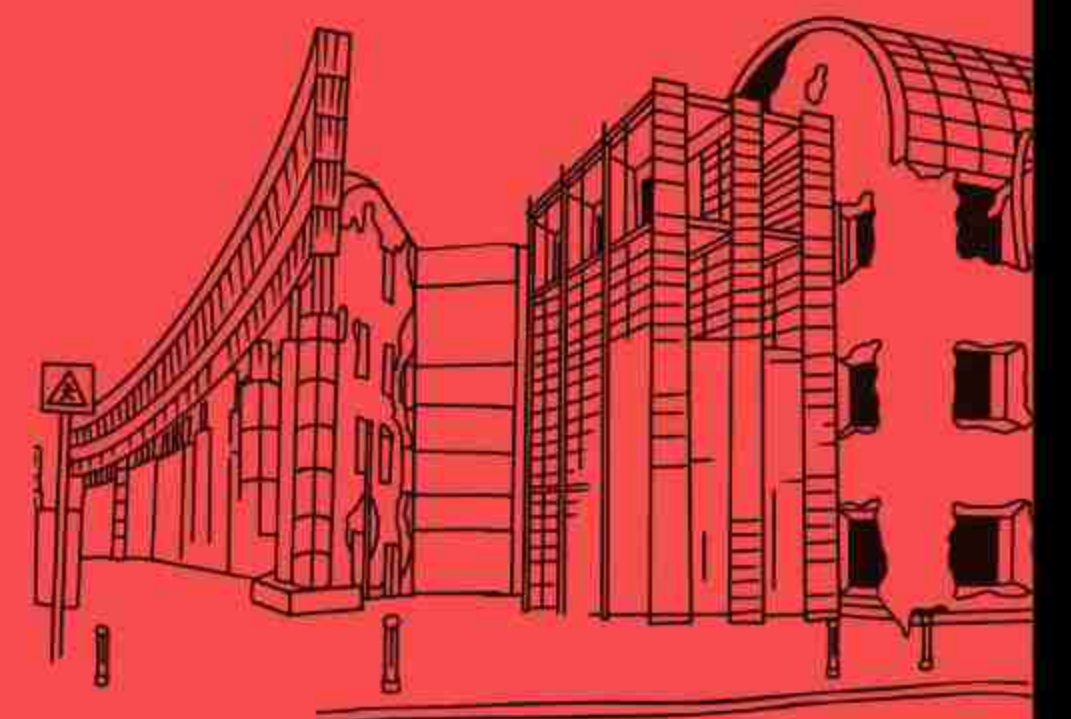
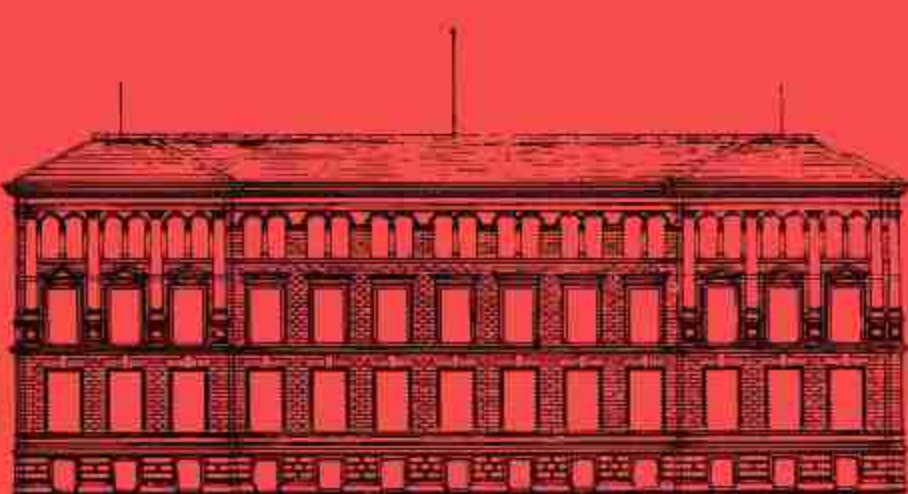


Inset: Singapore Airlines
Source: CNN Traveller

dine-on-demand service. Finally, luxury airlines also use PR practices to establish and maintain good media publicity. Creating a strong social media presence is quintessential for these airlines because it has become one of the main tools for communication and brand building. A great example of this would be Etihad Airways. With over 1.3 million followers on Instagram, they use social media to showcase their luxurious facilities and services, post pictures and videos of their flights, and interact with customers.

Luxury airlines often have a dedicated team of PR professionals who work with journalists and media outlets to promote their brand. They may pitch stories about new routes, onboard amenities, or partnerships with other luxury brands. Many luxury airlines also partner with influencers or celebrities to promote their brand on social media and sponsor high-profile events. This can help to reach a wider audience and create buzz around the airline, helping to associate these aviation companies with luxury and glamour.

Luxury airlines have mastered the art of using clever public relations tactics to elevate their brand, engage with customers, safeguard their reputation, and showcase their commitment to sustainability. These PR practices help luxury airlines differentiate themselves from other airlines and attract customers who are willing to pay a premium for their services. In a cutthroat industry where every inch counts, the ability to wield powerful public relations will be crucial to stay ahead of the pack.



2022 Luxury PRewind: Best Campaigns of the Year

1. Valentino - In February, American actress Zendaya was named the face of Valentino's current campaign, in which the Italian fashion label experimented with the metaverse for the first time. After a drop in sales due to the pandemic, this campaign tried to engage a new generation of customers by putting actress Zendaya at the head of the activation - to assist target a younger demographic.



Source: Cadillac



3

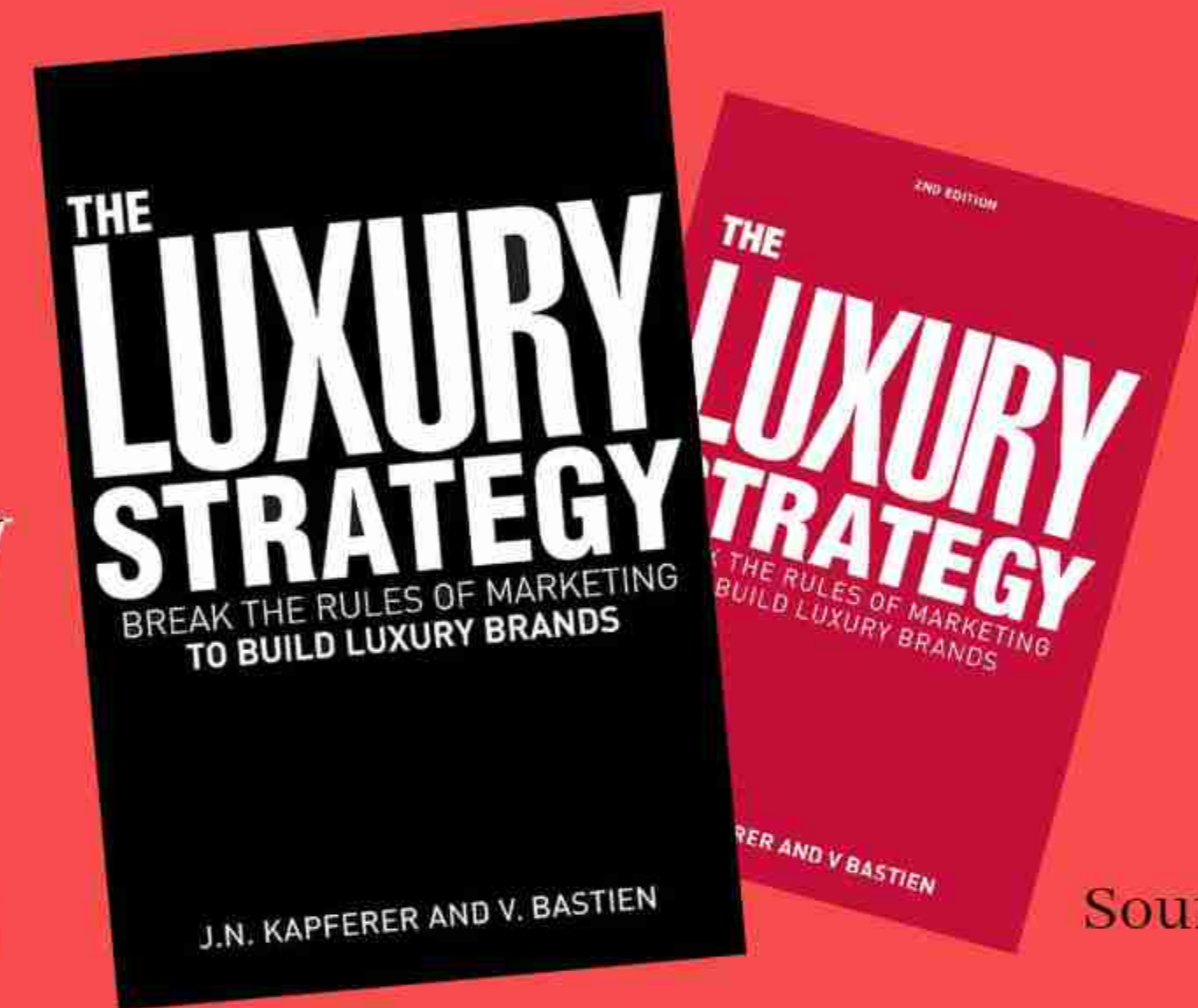
2. Goop x Baby2Baby - Gwyneth Paltrow's luxury lifestyle and wellness company Goop collaborated with non-profit group Baby2Baby in May to shed light on tax policies that cause essential products such as diapers to be taxed at the same rate as luxury goods in a majority of US states.



2

3. Cadillac - Cadillac partnered with singer-composer Labrinth to introduce an all-new electric vehicle, 'Lyriq,' in July. The 'Colours of Emotion' campaign sought to highlight the diverse range of feelings that drivers experience behind the wheel of the new Cadillac Lyriq.

Book Review on The Luxury Strategy, By Jean-Noel Kapferer & Vincent Bastien

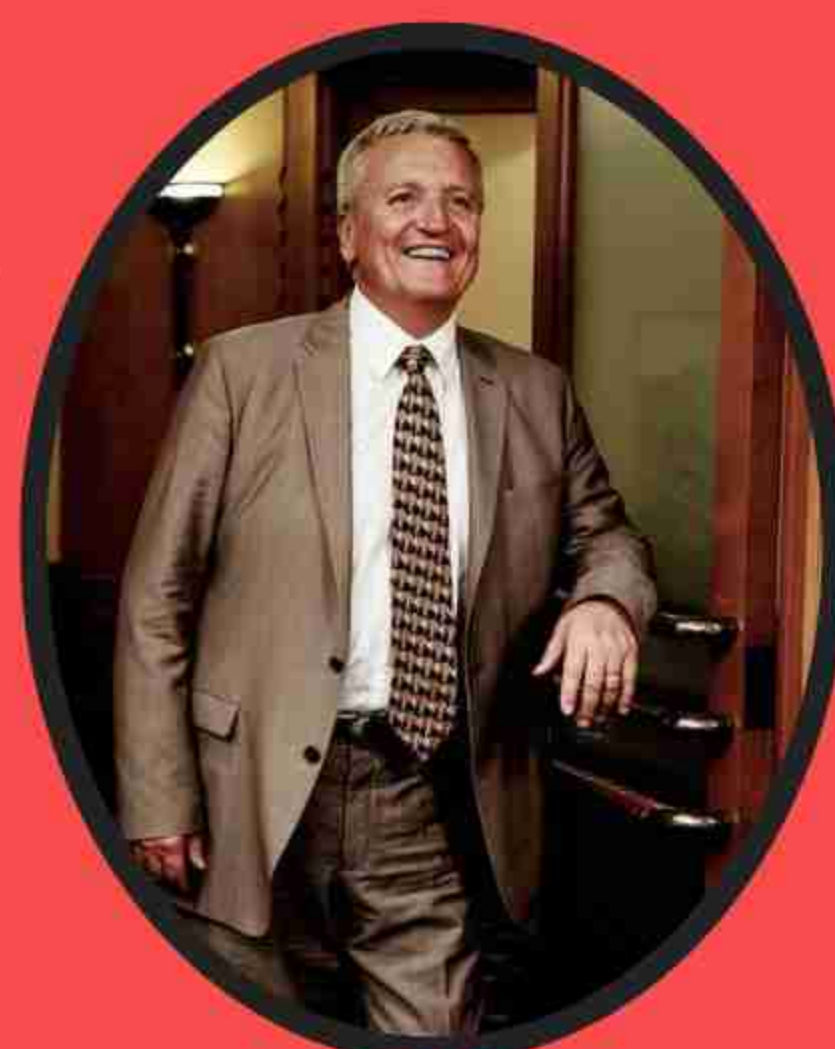


Source: Goodreads

The Luxury Strategy by Jean-Noel Kapferer and Vincent Bastien is a comprehensive guide to luxury branding that explores the unique challenges and opportunities of the luxury industry. The book's straightforward writing style, which is accessible to both industry specialists and casual readers, is one of its most vital points. Kapferer's insights into luxury's emotional and symbolic dimensions can help businesses better understand their target audiences and develop more effective communication strategies.

Kapferer highlights the necessity for luxury firms to establish a distinct and enduring brand identity that embodies their heritage and values. He offers several examples of companies that have done so to significant effect in forging enduring connections with customers. In his discussion on luxury public relations, Kapferer also highlights the significance of narrative in creating brand equity. According to him, luxury businesses must be able to create engrossing tales that connect with consumers and set them apart from rivals. Overall, The Luxury Strategy is a must-read for any PR professional working in the luxury industry. Its insights and practical advice can help businesses navigate the unique challenges and novel opportunities of luxury branding.

Inset: Vincent Bastien
Source: We People Club



Inset: Jean-Noel Kapferer
Source: Goodreads



Influencer Marketing in Luxury PR

- Souparnika Unnikrishnan

Influencer marketing has, in recent years, emerged as a powerful tool for luxury public relations. The idea behind influencer marketing has been to leverage the reach and influence of social media personalities to promote a brand or product. Luxury brands traditionally rely on PR strategies such as media events and product launches. Still, the rise of social media has created avenues for them to reach new bases of consumers and promote their products.

One of the primary advantages of influencer marketing in luxury public relations is the ability to create more personalised and engaging content. Influencers are often seen as trusted sources of information and have a loyal fan following. Recommendations made by influencers are likely of the highest merit. Thus, by partnering with influencers, luxury brands can create more targeted content that resonates with their audience on a deeper level. However, it is essential to note that influencer marketing is not a one-size-fits-all solution. It is crucial for luxury brands to carefully select influencers whose values and aesthetics align with their brand. Furthermore, for the most authentic and effective campaigns, brands must ensure that the influencers marketing their product are genuinely interested in the brand and its products.

The luxury industry has already seen many successful influencer marketing campaigns. In 2017, Dior launched its #DiorStandsWithWomen campaign to empower women and promote feminism. The campaign featured diverse female influencers, including Bella Hadid, Emily Ratajkowski, and Sasha Pivovarova. The influencers were asked to share their thoughts on what feminism meant to them, and the campaign was a huge success, with millions of impressions and engagements across social media.



Source: Louis Vuitton



Source: Chanel

In the same year, Chanel launched its #GabrielleChanel campaign to promote the brand's new Gabrielle bag. The campaign featured a group of influencers, including Kristen Stewart, Cara Delevingne, and Pharrell Williams, who shared their personal stories and connections to the brand. The campaign was a huge success, with millions of impressions and a significant increase in sales for the Gabrielle bag.

2017 saw a flurry of fantastic luxury campaigns because even Gucci launched its #TFWGucci (That Feeling When Gucci) campaign to connect with a younger, more diverse audience. The campaign featured a group of young influencers, including Petra Collins, Hari Nef, and A\$AP Rocky, who created memes and short videos featuring Gucci products. The campaign was a huge success, with millions of impressions and engagements across social media, and it helped establish Gucci as an aspirational and relatable brand.

Fast forward three years, and in 2020, Louis Vuitton launched its #LVConnected campaign to promote its new Tambour Horizon Connected Watch. The campaign featured a group of influencers, including Jennifer Connelly, Sophie Turner, and Justin Theroux, who shared their personal experiences and connections to the brand. The campaign's colossal success led to a significant increase in sales for the Tambour Horizon Connected Watch.

Stories of the success of luxury influencer marketing campaigns launched in recent years do not stop here. By partnering with influencers who align with their brand values and aesthetics, luxury brands can create personalised and engaging content that resonates with their target audience and helps to promote their products. As social media continues to play an essential role in the luxury industry, we can expect more brands to turn to influencer marketing as a crucial part of their public relations strategy to create larger consumer bases and expand their demographic of interested and valued customers.

Role of PR: Bringing Fashion into the limelight of the Luxury Industry

- Anubhav Chakravarty

Last year in 2022, Lorenzo Bertelli (Marketing Director, Prada Group) was quoted in a Forbes article saying, "We believe the future of our luxury brands will be defined by the experiences we create for our customers." Prada and the world's most famous Luxury fashion brands have consistently carried out this belief and vision! To elevate fashion in the premium market, Public Relations is essential. With the help of PR, fashion companies can tell their story and share their message with the public, increasing interest in and understanding of their products.



Source: Getty Images

In the highly competitive luxury fashion sector, new labels are introduced daily. For brands to succeed, they must differentiate themselves from their competitors and have a strong brand identity. By creating a consumer-friendly brand image, fashion brands can do this with the help of PR. PR specialists collaborate with fashion brands to create a distinctive brand voice, message, and marketing strategies that align with the company's values and target demographic. Credibility and exposure to a bigger audience are provided for fashion brands by influential fashion media websites. PR specialists seek to engage with journalists and fashion editors by presenting stories and providing relevant and interesting information to their target audience. With the help of events, partnerships, and media coverage, PR can help fashion companies create buzz and excitement about their products. PR professionals work with fashion companies to plan and execute events that captivate patron interest and excitement. Fashion companies may collaborate with other luxury businesses to offer limited-edition items or collections that appeal to a broader market.

Social media is a different tactic; PR professionals spotlight fashion in the luxury market. In social media, how brands engage with their audience has radically altered, opening up new possibilities for engagement and brand recognition. PR professionals use social media to create and curate content that showcases the company's products, values, and way of life. They also collaborate with celebrities and influencers to market the company and reach a wider audience. Beyond mere exposure and promotion, PR also helps fashion gain prominence in the luxury market. PR helps fashion companies build customer relationships and amass a passionate following. Fashion firms may encourage a sense of belonging and community by interacting with customers in person, on social media, and at events. PR professionals ensure customers feel noticed and respected to build a long-lasting relationship beyond a single transaction.

To sum up, PR is critical in elevating fashion to the top of the luxury market. Fashion companies may communicate their story and share their message with the public through PR, which increases awareness of and interest in their products. With collaborations, events, media coverage, social media, and other avenues, PR pros can create enthusiasm and buzz about the business, expanding their audience and encouraging customer loyalty. PR may help fashion firms distinguish themselves from their rivals, develop a strong brand identity, and ultimately triumph in the competitive luxury fashion market.



Source: Getty Images

How does Public Relations affect the Retail Price vs the Resale Price of a Hermes Birkin Bag?

- Sneha Srinivasan



Source: Glam and Glitter

The Hermes Birkin bag is an iconic handbag that has become a symbol of luxury and status. The bag was first introduced in 1984 by the French fashion house Hermes and has since become a highly sought-after and collectable item. The bag has been seen in the hands of many celebrities and is often seen as a status symbol. The legacy of the Hermes Birkin bag is one of timeless elegance and sophistication. It symbolises wealth and sophistication and is often seen as a status symbol. The bag is also seen as a symbol of quality craftsmanship, as each bag is handmade and made of the finest materials. The legacy of the Hermes Birkin bag is one of timeless elegance and sophistication. It is a symbol of luxury that will continue to be appreciated for many years.

Public relations has been instrumental in helping Hermes Birkin become a global luxury brand. Hermes has employed various public relations tactics to create a positive perception of the brand and its products. This includes celebrity endorsements, high-profile events, and strategic partnerships. Through these tactics, Hermes has established an exclusive and aspirational image. This has allowed the brand to become a status symbol and attract customers willing to pay a premium for its products.

Public relations has significantly impacted the sale and resale of Birkin bags. Positive public relations have created a strong brand image and a positive perception of the brand, leading to increased sales and higher resale values. Additionally, Hermes has developed a sense of exclusivity and rarity around the bags, leading to higher prices on the resale market.

The difference between a Birkin bag's retail and resale prices can vary greatly depending on the bag's condition the year it was made, the colour, and the size. Generally speaking, the resale price of a Birkin bag is usually

higher, than the retail price, but the difference can range from a few hundred to a few thousand dollars.

The resale value of a Birkin is more expensive than the sale value due to the high demand for the bag and the limited supply. Many people are willing to pay a premium for a Birkin bag in good condition, making the resale value higher than the sale value. Birkin retail Prices have increased, and the scarcity has also increased due to Hermès's signature artificial scarcity marketing technique, so Birkin's perceived value has also widely increased. This scarcity has created a strong demand for the bags, driving their prices on both the primary and resale markets. In addition, the brand carefully controls the distribution of its bags to ensure they are only available to a select few, further enhancing their exclusivity and prestige.

As a result, Hermès bags are often seen as a luxury investment, with many buyers willing to pay premium prices to own one, whether new or pre-owned. This inevitably leads to increased demand and reduced supply, which is how dynamic secondary market values are born. In this way, the retail price can affect the resale Value in the abstract; however, they are not often tied in lock-step fashion.

Hermes uses public relations to create an image of vintage and exclusivity by focusing on its history, heritage, and craftsmanship. The company emphasises the traditional techniques used to produce its luxury goods and promotes relationships with artisans, designers, and suppliers. Hermes also hosts exclusive events and launches limited-edition collections to create a sense of exclusivity and urgency among consumers. The company also has a strong presence in the media, engaging in strategic partnerships and collaborations with artists, celebrities, and influencers to further enhance its image of vintage and exclusivity.



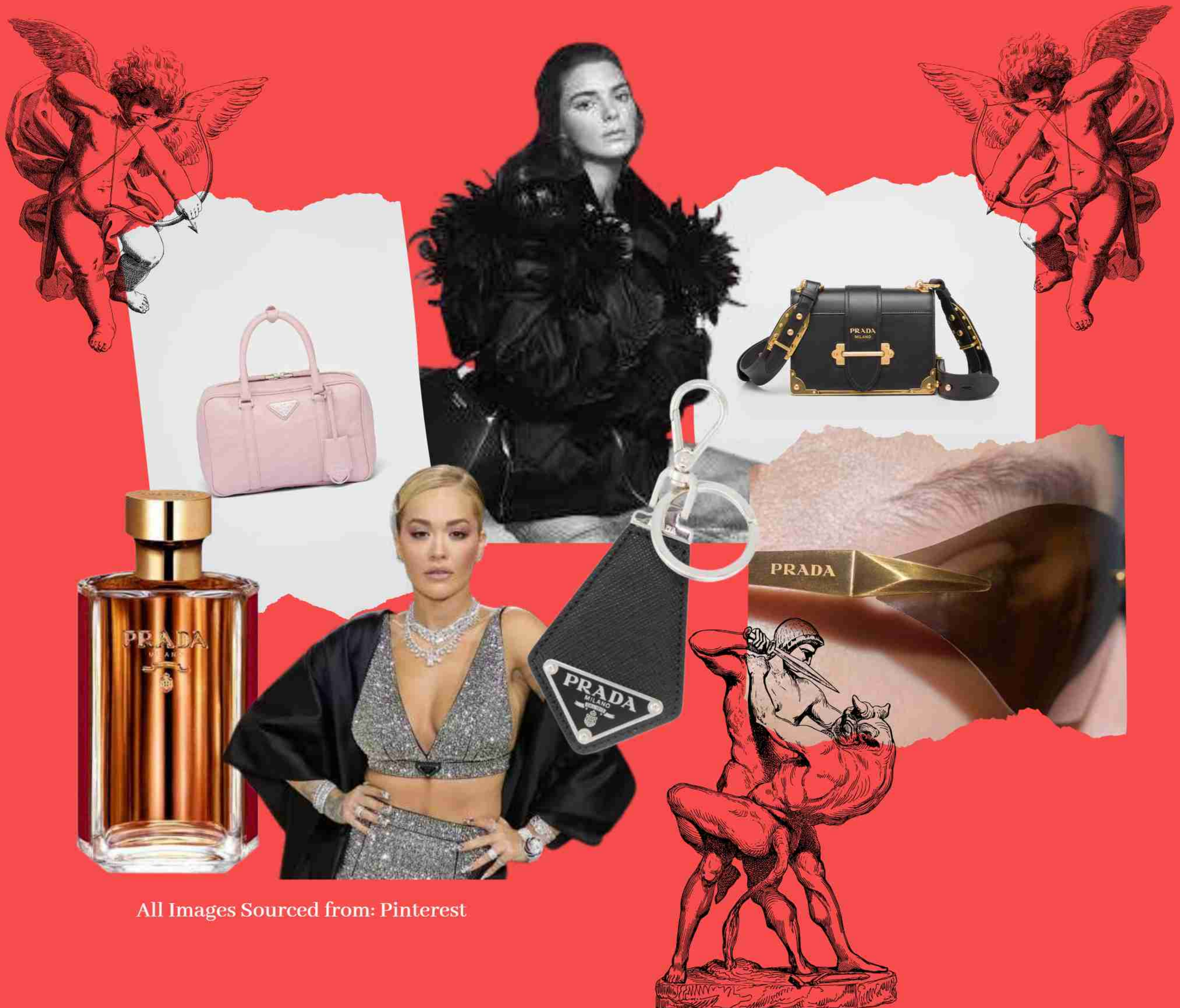
Source: Hermes

Putting the PR in PRADA

Public relations (PR) has been instrumental in elevating the fashion industry to new heights by showcasing the creativity, innovation, and cultural significance of fashion brands. Leading luxury fashion firm Prada has used PR to expand its brand and reach a worldwide audience.

Prada has attracted the attention of fashion-conscious customers and industry insiders through the intelligent use of PR campaigns, events, and partnerships with influencers and celebrities. The business has successfully emphasized its commitment to diversity, sustainability, and social responsibility through a variety of PR channels. This has struck a chord with its target audience and assisted in building a loyal consumer base.

Prada has successfully established itself as a representation of luxury, style, and cultural significance by merging innovation and originality with top-notch PR strategies. Its impact on the fashion business is evidence of how well PR works to shape opinions, spark interest, and build brand equity.



All Images Sourced from: Pinterest

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