



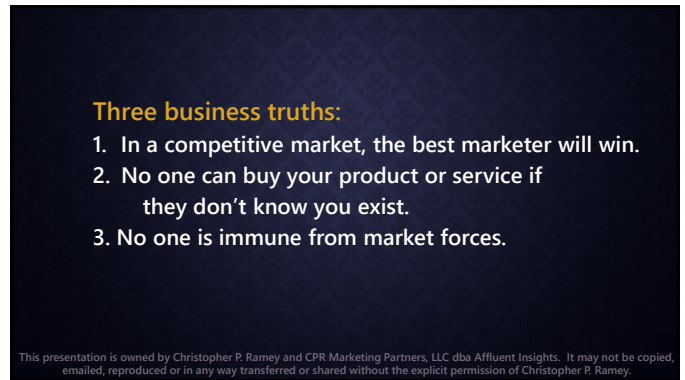
1



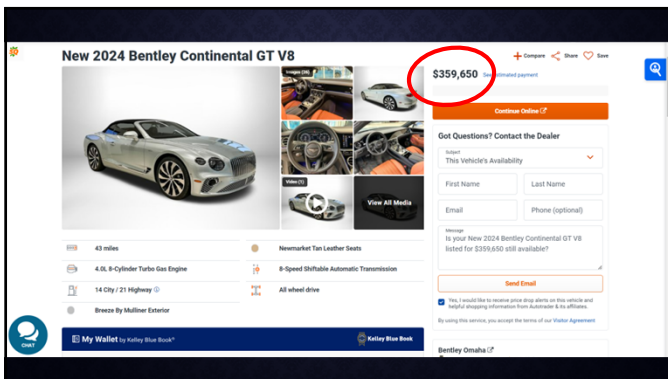
2



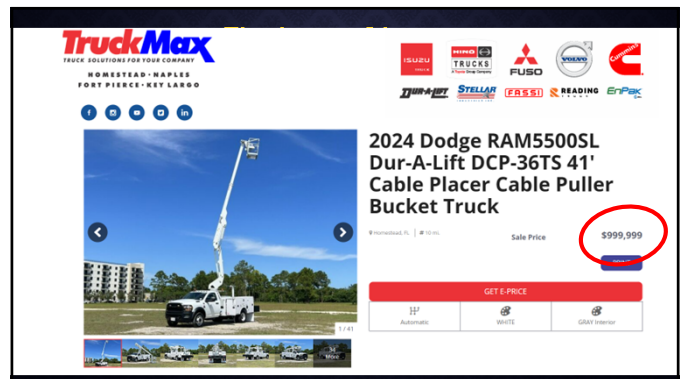
3



4



5



6

**THE LAWS OF LUXURY**  
are marketing strategies and tactics to successfully sell affluent consumers.

7

**“You reach new customers and stay ahead of your competitors by reinventing your business model.”**

It is essential to “rethink how your organization creates, delivers, and captures value--or risk becoming irrelevant.”

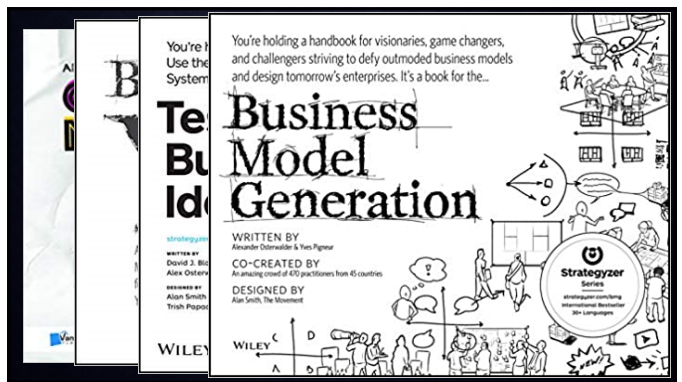
Mark W. Johnson  
Clayton M. Christensen  
Henning Kagermann  
Harvard Business Review Press

8

**The Laws of Luxury**

I. Luxury is a business model

9



10



11

**Distinct business and marketing models:**

- Fashion
- Design
- Luxury
- Mass
- Premium
- Promotional

12

## Distinct business and marketing models:

- Fashion
- Design
- Luxury
- Mass
- Premium
- Promotional

13

## BUSINESS MODEL COMPARISONS

### Luxury is superlative

"The luxury strategy aims at creating the highest brand value and pricing power by leveraging all intangible elements of singularity- i.e. time, heritage, country of origin, craftsmanship, man-made, small series, prestigious clients, etc."

### Fashion is perishable

"In fashion, heritage, time, are not important; fashion sells by being fashionable, which is to say, a very perishable value."

### Premium is comparative

"Premium strategy can be summarized as "pay more, get more." Here the goal is to prove - through comparisons and benchmarking - that this is the best value within its category. Quality/price ratio is the motto. This strategy is, by essence, comparative."

### Design is comparative

Design strategy is focused on WOM and passive marketing with and to others in the same category; generally insulated & subordinated, design strategy is driven by hope, memetics, and vanity.

\*Noel Kapferer, Vincent Bastian  
Luxury industry gurus

14

## BUSINESS MODEL COMPARISONS

- Luxury – *"This is 'it.'"*
- Fashion – *"This is 'it' this season."*
- Premium – *"This is as good as 'it' at a lower price."*
- Design – *"This is 'us' this season and we're 'it.'"*

15

## PILLARS OF LUXURY

- Loyalty
- Heritage
- Creativity
- Provenance
- Superlative
- Authenticity
- Brand sanctity
- Connoisseurship
- Discreet and private
- Scarcity and exclusivity
- Sophistication and grace
- Highest non-negotiable standards of quality
- DNA: unique point of view driven by founder
- Preservation of artisanship and craftsmanship

16

## The Laws of Luxury

- Luxury is a business model with specific rules.
- Marketing first

17

Luxury marketing unleashes and channels your prospect's desire for your brand.

This presentation is owned by Christopher P. Ramey and CPR Marketing Partners, LLC dba Affluent Insights. It may not be copied, emailed, reproduced or in any way transferred or shared without the explicit permission of Christopher P. Ramey.

18

“Marketing is a battle of perceptions and ideas,  
not services/products;  
it is the process of dealing with those perceptions.”

Al Ries  
Jack Trout

The essence of marketing is narrowing your focus.  
For designers and design resources,  
you become stronger when you reduce the scope of your expertise.

19



20



21

**Ramey Rule #55**

**ANONYMITY IS BAD STRATEGY.**

This presentation is owned by Christopher P. Ramey and CPR Marketing Partners, LLC dba Affluent Insights. It may not be copied, emailed, reproduced or in any way transferred or shared without the explicit permission of Christopher P. Ramey.

22

**Are most of your sales due to referrals?**

This presentation is owned by Christopher P. Ramey and CPR Marketing Partners, LLC dba Affluent Insights. It may not be copied, emailed, reproduced or in any way transferred or shared without the explicit permission of Christopher P. Ramey.

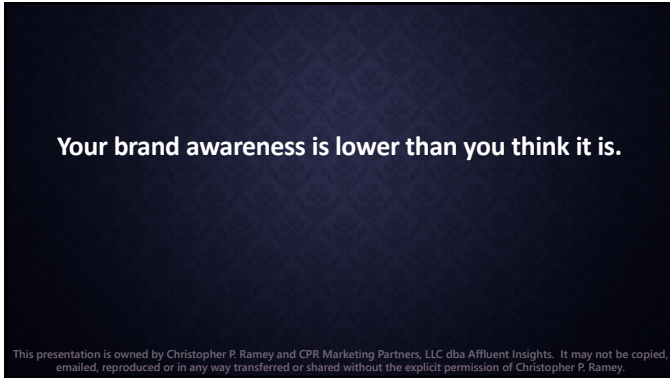
23

Existing on referrals means you've handed-over your most important responsibility; your means for growth and future profitability to somebody else.

**In any industry that is a dereliction of responsibility and may be the dumbest thing a businessperson might say.**

This presentation is owned by Christopher P. Ramey and CPR Marketing Partners, LLC dba Affluent Insights. It may not be copied, emailed, reproduced or in any way transferred or shared without the explicit permission of Christopher P. Ramey.

24



25



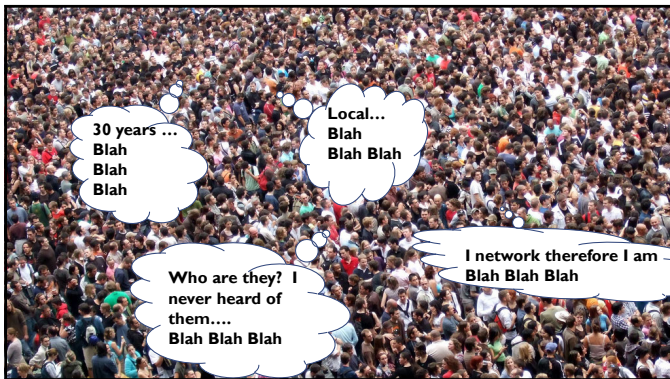
26



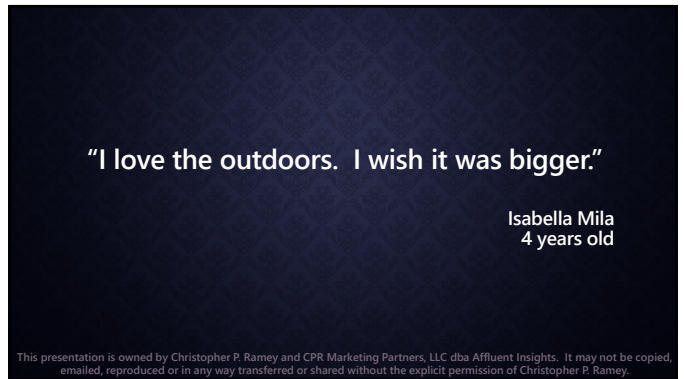
27



28



29



30

**Ramey Rule #34**  
**IF CHANEL, CARTIER AND COKE**  
**HAVE TO ADVERTISE**  
**THEN YOU DO TOO.**

This presentation is owned by Christopher P. Ramey and CPR Marketing Partners, LLC dba Affluent Insights. It may not be copied, emailed, reproduced or in any way transferred or shared without the explicit permission of Christopher P. Ramey.

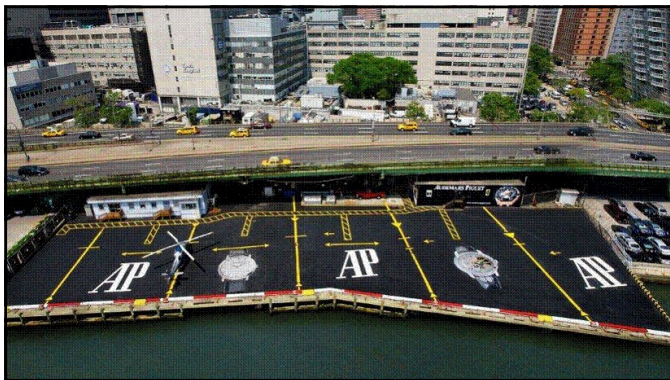
31

**"LUXURY BRANDS PLANT SEEDS."**  
 LUXURY DAILY

You make the biggest impact when:

1. You're seen where you're least expected to be seen.
2. Your product or service will soon be acquired.

32



33

**"LUXURY BRANDS PLANT SEEDS."**  
 LUXURY DAILY

This presentation is owned by Christopher P. Ramey and CPR Marketing Partners, LLC dba Affluent Insights. It may not be copied, emailed, reproduced or in any way transferred or shared without the explicit permission of Christopher P. Ramey.

34

Desire for your brand is driven through frequency.

This presentation is owned by Christopher P. Ramey and CPR Marketing Partners, LLC dba Affluent Insights. It may not be copied, emailed, reproduced or in any way transferred or shared without the explicit permission of Christopher P. Ramey.

35

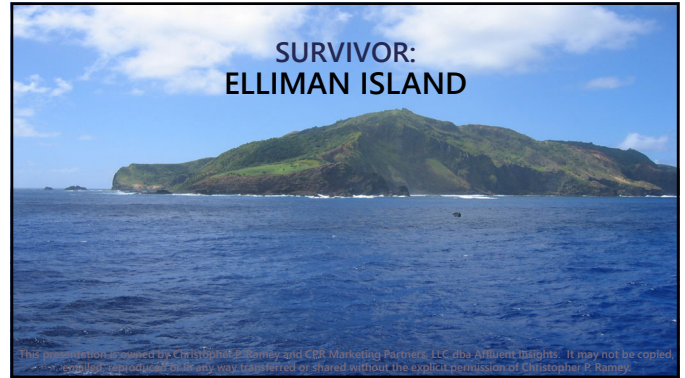
Awareness → Status/cachet → Desire

The affluent have earned status and they want to retain those who have status too.

36



37



38

### Net worth necessary to be in the top 1% in the United States

1. \$12,883,000 Monaco
2. \$10,832,000 Luxembourg
3. \$ 8,509,000 Switzerland
4. \$ 5,813,000 United States
5. \$ 1,074,000 China

Knight Frank

This presentation is owned by Christopher P. Ramey and CPR Marketing Partners, LLC dba Affluent Insights. It may not be copied, emailed, reproduced or in any way transferred or shared without the explicit permission of Christopher P. Ramey.

39

### The Laws of Luxury

- I. Luxury is a business model with specific rules.
- II. Marketing first
- III. Identify and promote your DNA; a unique POV.

40

### Two choices in any business:

1. Be a commodity – like everyone else
2. Own your DNA

41

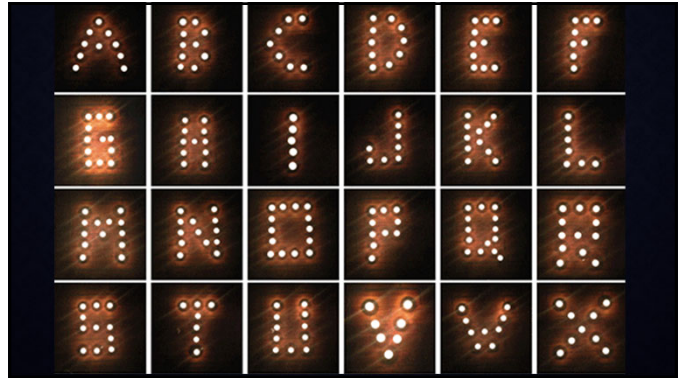
*"Instilling DNA is essential to brand sustenance."*

Luxury Daily

42

Luxury brands have a point of view / je ne sais quoi = DNA.

43

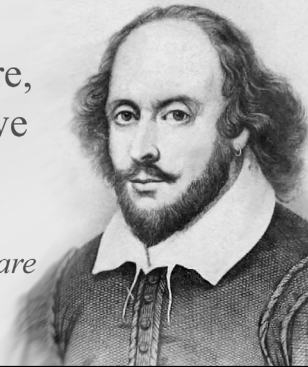


44

We know what we are,  
but know not what we  
may be.

*William Shakespeare*

'Hamlet'  
Act IV, Scene III



45

**Oh the places you'll go,  
Today is your day!  
Your mountain is waiting,  
So ...get on your way!**

**--Dr. Seuss**

46

**Ramey Rule #22**

**CLIENTS DON'T BUY WHAT YOU THINK YOU SELL**

This presentation is owned by Christopher P. Ramey and CPR Marketing Partners, LLC dba Affluent Insights. It may not be copied, emailed, reproduced or in any way transferred or shared without the explicit permission of Christopher P. Ramey.

47

To succeed you must reflect an understanding of your best prospects so your messaging resonates.

Must be more than a pretty face.

48



To succeed you must reflect an understanding of your best prospects so your messaging resonates.  
Must be more than a pretty face.

49

**MY WAY WRITTEN BY PAUL ANKA**  
Recorded by  
• Paul Anka  
• David Bowie  
• Herman Brood  
• Gabriel Byrne  
• Jay Z  
• Jon Bon Jovi  
• Julio Inglesias  
• Samantha Jones  
• Shane MacGowan (The Pogues)  
• Mika Nakashima  
• Mina  
• Oscar the Grouch  
• Elvis Presley  
• Frank Sinatra  
• Sid Vicious (Sex Pistols)

50

**BEING SUPERLATIVE**  
Unique point of view driven by founder means you have no competitor.

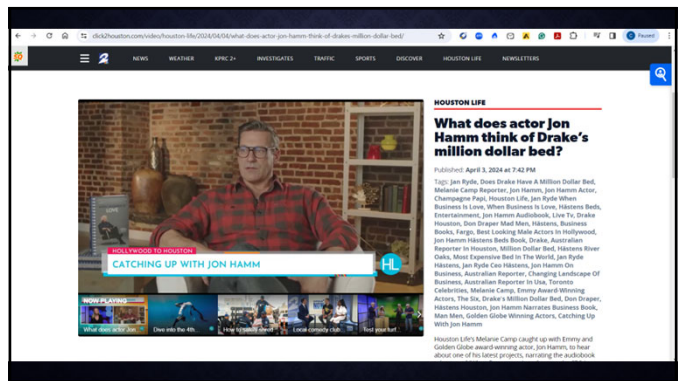
51

**WHAT IS YOUR DNA?**

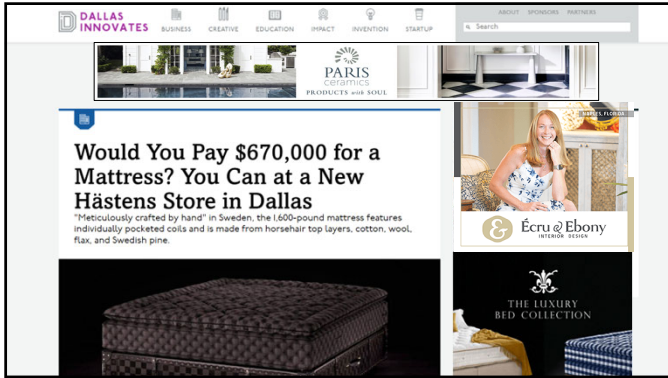
52



53



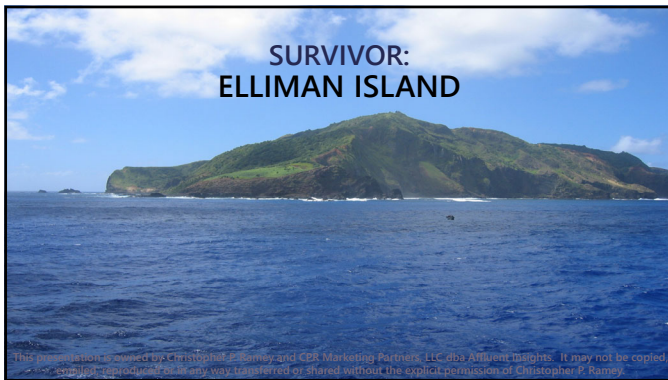
54



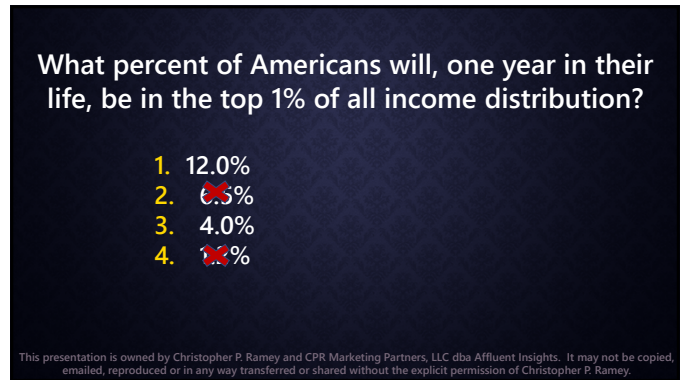
55



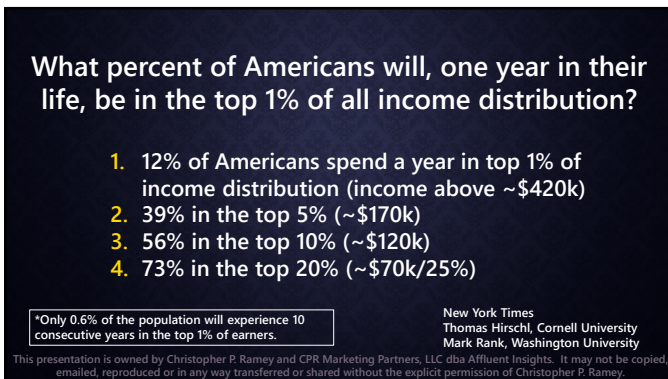
56



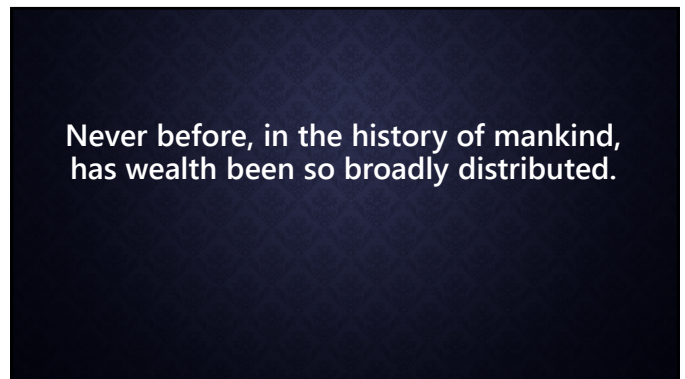
57



58



59



60

## The Laws of Luxury

- I. Luxury is a business model with specific rules.
- II. Marketing first
- III. Identify and promote your DNA; a unique POV.
- IV. Luxury is an industry term. Never use luxury to describe yourself, a product or object.

61

Luxury is subjective and **one of the three most misused and misunderstood** words in the dictionary.

62

"Discriminating and knowledgeable buyers set their own standards and have their own demands. What may be one person's luxury is another's necessity."

Stanley Marcus  
Former CEO, Neiman Marcus

63

Use the term judiciously.

64

## Ramey Rule #43

YOU DON'T SELL TO THE AFFLUENT;  
YOU FASCINATE THEM.

This presentation is owned by Christopher P. Ramey and CPR Marketing Partners, LLC dba Affluent Insights. It may not be copied, emailed, reproduced or in any way transferred or shared without the explicit permission of Christopher P. Ramey.

65

*traditionally*  
Luxury is defined by:

1. Things so distinguished by their inherent value, generally unique one-of-a-kind, so **rare** or in such short supply that uniqueness commands a premium price
2. Things so distinguished by the **quality of the art & design**, quality and **science lavished** on them that they command a premium price.
3. **Great experiences** so rare and sensually orchestrated, the experience and memories of them so precious, that they are actually luxury products, packaged and sold in exactly the same way.

66

**THE GLOBAL CODE**  
 HOW A NEW CULTURE OF UNIVERSAL VALUES IS TRANSFORMING BUSINESS AND MARKETING  
 CLOTAIRE RAPAILLE  
 BESTSELLING AUTHOR OF THE CULTURE CODE

**"The global code for luxury is "HAND."**

Dr. Clotaire Rapaille

This presentation is owned by Christopher P. Ramey and CPR Marketing Partners, LLC dba Affluent Insights. It may not be copied, emailed, reproduced or in any way transferred or shared without the explicit permission of Christopher P. Ramey.

67

**The Laws of Luxury**

- I. Luxury is a business model with specific rules.
- II. Marketing first
- III. Identify and promote your DNA; a unique POV.
- IV. Luxury is an industry term
- V. High price is an asset

68

**"Price is value, determined as much by the value of a product or service as by the value obtained by the buyer in reflecting a personal, financial, and cultural ability to pay a lot for a non-necessity."**

Jean-Noel Kapferer  
 Pierre Valette-Florence  
 Journal of Business Research, 2022

69

**THE GLOBAL CODE**  
 HOW A NEW CULTURE OF UNIVERSAL VALUES IS TRANSFORMING BUSINESS AND MARKETING  
 CLOTAIRE RAPAILLE  
 BESTSELLING AUTHOR OF THE CULTURE CODE

**The code for luxury in America is "CIVILIAN STRIPES."**

Dr. Clotaire Rapaille

This presentation is owned by Christopher P. Ramey and CPR Marketing Partners, LLC dba Affluent Insights. It may not be copied, emailed, reproduced or in any way transferred or shared without the explicit permission of Christopher P. Ramey.

70

**American consumers inherently believe the higher the price, the better the product must be.**

71

**SURVIVOR:  
 ELLIMAN ISLAND**

This presentation is owned by Christopher P. Ramey and CPR Marketing Partners, LLC dba Affluent Insights. It may not be copied, emailed, reproduced or in any way transferred or shared without the explicit permission of Christopher P. Ramey.

72

## What is the most popular animal for UHNWIs?

- ~~Dogs~~
- ~~Cats~~
- Horses
- ~~Fish~~
- ~~Birds~~

73

## ANIMALS (ANIMAL)

Rank	Type	% of UHNW who like Animals
1	Horses	39.6%
2	Dogs	33.0%
3	Cats	3.6%
4	Fish	3.1%
5	Birds	0.9%

74

## The Laws of Luxury

- I. Luxury is a business model with specific rules.
- II. Marketing first
- III. Identify and promote your DNA; a unique POV.
- IV. Luxury is an industry term
- V. High price is an asset
- VI. Understand the mindset

75

## Ramey Rule #19

THE ONLY COMMONALITY AMONGST THE AFFLUENT IS THEY SAVE MONEY.

This presentation is owned by Christopher P. Ramey and CPR Marketing Partners, LLC dba Affluent Insights. It may not be copied, emailed, reproduced or in any way transferred or shared without the explicit permission of Christopher P. Ramey.

76

## SERVING THE AFFLUENT

- Invisible service
- Frictionless
- Time is currency
- Not hung-up on luxury brands
- Haven't lost their middle-class values
- Most don't think they're rich

This presentation is owned by Christopher P. Ramey and CPR Marketing Partners, LLC dba Affluent Insights. It may not be copied, emailed, reproduced or in any way transferred or shared without the explicit permission of Christopher P. Ramey.

77

## Ramey Rule #24

WHAT MATTERS TO YOU  
MAY NOT MATTER TO YOUR AFFLUENT PROSPECT.

This presentation is owned by Christopher P. Ramey and CPR Marketing Partners, LLC dba Affluent Insights. It may not be copied, emailed, reproduced or in any way transferred or shared without the explicit permission of Christopher P. Ramey.

78



**Homes are about:**

- Legacy
- Safety
- Escape
- Extra time with family

You never actually own a Patek Philippe. You merely look after it for the next generations.

79

**Ramey Rule #25**

**EVERY TOUCH POINT HAS A MEANING.  
MANAGE EACH ONE.**

This presentation is owned by Christopher P. Ramey and CPR Marketing Partners, LLC dba Affluent Insights. It may not be copied, emailed, reproduced or in any way transferred or shared without the explicit permission of Christopher P. Ramey.

80

**The Laws of Luxury**

- I. Luxury is a business model with specific rules
- II. Marketing first
- III. Identify and promote your DNA; a unique POV
- IV. Luxury is an industry term
- V. High price is an asset
- VI. Understand the mindset
- VII. Grace and sophistication

81

**Always demonstrate grace & sophistication**

- Mind your words
- Mind your manners
- Stay above the political fray
- Be as sophisticated as your finest resources & clients
- Discipline, loyalty, faith and integrity have never been more important.

This presentation is owned by Christopher P. Ramey and CPR Marketing Partners, LLC dba Affluent Insights. It may not be copied, emailed, reproduced or in any way transferred or shared without the explicit permission of Christopher P. Ramey.

82

**ALLOW YOUR GRACE TO SAVE HUMANITY**

This presentation is owned by Christopher P. Ramey and CPR Marketing Partners, LLC dba Affluent Insights. It may not be copied, emailed, reproduced or in any way transferred or shared without the explicit permission of Christopher P. Ramey.

83

**The Laws of Luxury**

- I. Luxury is a business model with specific rules.
- II. Marketing first
- III. Identify and promote your DNA; a unique POV.
- IV. Define luxury
- V. High price is an asset
- VI. Understand the mindset
- VII. Grace and sophistication

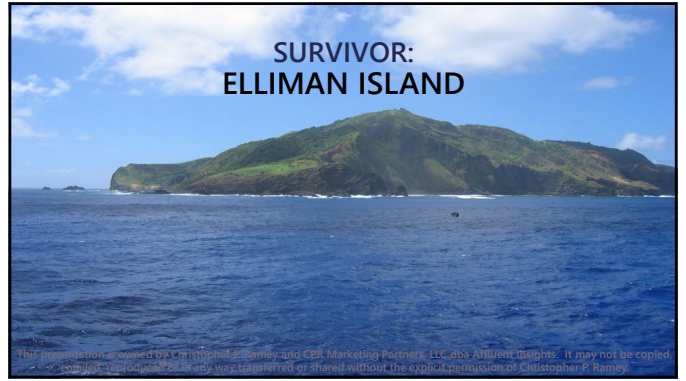
84

### PILLARS OF LUXURY

- Loyalty
- Heritage
- Creativity
- Provenance
- Superlative
- Authenticity
- Brand sanctity
- Connoisseurship
- Discreet and private
- Scarcity and exclusivity
- Sophistication and grace
- Highest non-negotiable standards of quality
- DNA: unique point of view driven by founder
- Preservation of artisanship and craftsmanship

This presentation is owned by Christopher P. Ramey and CPR Marketing Partners, LLC dba Affluent Insights. It may not be copied, emailed, reproduced or in any way transferred or shared without the explicit permission of Christopher P. Ramey.

85



### SURVIVOR: ELLIMAN ISLAND

This presentation is owned by Christopher P. Ramey and CPR Marketing Partners, LLC dba Affluent Insights. It may not be copied, emailed, reproduced or in any way transferred or shared without the explicit permission of Christopher P. Ramey.

86

### What percent of UHNWI plan on a purchasing a residential property in 2024:

- ~~7%~~
- ~~9%~~
- ~~15%~~
- ~~15%~~
- >22%

Knight Frank

This presentation is owned by Christopher P. Ramey and CPR Marketing Partners, LLC dba Affluent Insights. It may not be copied, emailed, reproduced or in any way transferred or shared without the explicit permission of Christopher P. Ramey.

87

Think bigger.  
Move faster.

Market more aggressively.

Adopt the pillars of luxury.

This presentation is owned by Christopher P. Ramey and CPR Marketing Partners, LLC dba Affluent Insights. It may not be copied, emailed, reproduced or in any way transferred or shared without the explicit permission of Christopher P. Ramey.

88

Chris Ramey  
 preciseluxurymarketing.com  
 thehometruster.com  
 affluentinsights.com  
 561.876.8077 / cpr@thehometruster.com

Penetrate the affluent and luxury space

This presentation is owned by Christopher P. Ramey and CPR Marketing Partners, LLC dba Affluent Insights. It may not be copied, emailed, reproduced or in any way transferred or shared without the explicit permission of Christopher P. Ramey.

89