

## 5 MUST-HAVE FEATURES THAT MAKE LUXURY BRANDS SPECIAL

Some people love to buy just Nike shoes or Gucci bags. Some follow the latest trends while others purchase them out of habit. Majorly the desire is based on an emotional urge. But if you're wondering what exactly makes [luxury fashion brands](#) so exquisite, here are a few specific reasons:

### 1. Excellent Craftsmanship

The supreme quality of material used with the high standard of hand-crafting is the true embodiment of luxury. Design, inspiration, artistry, craftsmanship, and durability set them from others. Most brands started in small workshops with a team of highly skilled workers, which made its excellence even hard to reproduce.

### 2. Element of Scarcity

High-ends products have always rationed their products and accessibility because that is the point of luxury- everyone should not be able to afford it. The long-waiting list, limited editions, and pre-bookings of these luxurious brands make them more valuable and desirable among the customers.

### 3. Building a Strong Brand Identity

Luxury Brands need to establish a unique personality, attitude, and aura to portray their brilliance. Most brands ally themselves with a specific outlook or cause. For example- Tiffany stands as the most romantic symbol of love and Lamborghini as the ultimate toy for playboys. They try to build a personal connection with their audience, reflecting their desires and dreams.

### 4. Using Public Figures

The [best luxury fashion brands](#) associate with famous public figures that easily influence their targeted audience. The qualities of these public figures drive attention and creditability to the products and services of the brand. They work with Celebrities, Sportspersons, Politicians, and Royalty such as David Beckham for Armani.

### 5. Luxurious Store Experience

Fashion brands have always relied on providing their customers with an exceptional and unforgettable store experience. It creates a more positive and intense connection. It is why buying a ring from Cartier or a gown from Valentino does not hold just a transactional value.

These features make [top luxury brands](#) more exclusive from other brands. It gives them the ability to change their prices, command respect and attention in the market. Explore more about the Top 88 Luxury Brands to Live a Luxury Lifestyle (2022) through [The Millionaire Post](#) Blogs.