

THE Luxury Language Dictionary

Did you know that the Luxury Mindset has a language all its own?

Here's a list of words and phrases you can use when speaking the luxury language to appeal to both a broad and unique mindset that your organization wants to target.

What is Luxury?

When it comes to luxury overall, the leaders in our Luxury Mindset Research study defined luxury in these words:

- High quality
- Long-lasting
- Indulgent
- Unique
- Exclusive



Reluctant & Removed

Luxury is hard for those who are Reluctant and Removed.

When it comes to luxury, they use words and phrases including:

- Luxury is a way to relax and to reward myself
- I am busy
- I feel guilty about this investment
- I want to feel understood
- Brands don't understand me
- Luxury should make my life easier
- A known brand, perceived positively by others, is important to me
- I need time to decide when I make a luxury purchase





Pro Prioritizers

Luxury is power for those who are Pro Prioritizers.

When it comes to luxury, they use words and phrases like:

- Luxury helps me feel more confident
- High-quality
- Authentic
- Sophistication
- Self-esteem
- A stable, reliable, socially conscious brand is important to me
- Luxury is a reward for hard work and accomplishment in my career
- Luxury influences my personal growth and development
- Luxury items improve my reputation, appearance, and helps me make an impression



Confident & Content

Confident and Content people say “I’ve got this!”

When it comes to luxury, they use words and phrases including:

- I am comfortable with a luxury purchase
- I am confident in making luxury decisions
- Luxury improves my connection with my friends and family
- Luxury improves my quality of life
- I love memorable experiences
- Luxury gives me greater satisfaction in my career and life



Luxury Lovers

Luxury Lovers say “I’m worth it”.

When it comes to luxury, they use words and phrases like:

- I want exclusive and unique opportunities and luxuries
- Personalization and customization is important to me
- Luxury should be long-lasting
- I’m not influenced by the price or budget
- I feel a sense of accomplishment buying luxury
- Luxury improves my professional and social status


Contact Neen James

We’d love to help you learn more about the Luxury Mindset and how Neen can help your organization incorporate this research into your work.

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