What is the difference and similarities between the concepts of **Old-luxury** and **New-luxury**?

The concepts of "**old luxury**" and "**new luxury**" represent two different approaches to luxury that have evolved over time. Here are the key differences and similarities between these two concepts:

Old Luxury:

01. **Tradition and Heritage**: Old luxury is often associated with established, heritage brands and products with a long history of craftsmanship and excellence.

02. **Exclusivity**: It places a strong emphasis on exclusivity and limited availability. Owning or experiencing something that few others can is a hallmark of old luxury.

03. **Tangible and Material**: Old luxury tends to be more focused on physical, tangible luxury goods, such as high-end fashion, classic timepieces, and luxury automobiles.

04. **Status Symbol**: Owning old luxury items has traditionally been seen as a status symbol, representing wealth and social standing.

05. **Classic Design**: The design aesthetic of old luxury is often characterised by timeless and classic styles, with an emphasis on enduring elegance.

06. **In-Person Experiences**: Traditional luxury experiences in the old luxury paradigm might include staying at historic luxury hotels, dining at Michelin-starred restaurants, or attending exclusive events.

New Luxury:

01. **Innovation and Sustainability**: New luxury places a strong emphasis on innovation and sustainability. It values products and experiences that are both luxurious and environmentally and socially responsible.

02. **Inclusivity**: Unlike old luxury, new luxury aims to be more inclusive, making luxury accessible to a broader range of consumers. It may offer affordable luxury options or focus on democratising access to luxury experiences.

03. **Experiences over Possessions**: New luxury often prioritises luxury experiences over material possessions. It may include travel experiences, wellness retreats, and unique adventures.

04. **Digital Influence**: The rise of new luxury has been influenced by the digital age, with e-commerce, social media, and technology playing a significant role in marketing and distribution.

05. **Personalisation**: New luxury may emphasise personalisation and customisation, allowing consumers to tailor products or experiences to their individual preferences.

06. **Minimalism and Simplicity**: The design aesthetic in new luxury can lean toward minimalism and simplicity, with a focus on clean lines and functionality.

Similarities:

01. **Quality**: Both old and new luxury uphold high standards of quality and craftsmanship. Luxury products and experiences, regardless of the concept, are expected to be of exceptional quality.

02. **Desirability**: Luxury, whether old or new, is about creating desirability. Both aim to evoke a sense of desire and aspiration in consumers.

03. **Emotional Appea**l: Luxury, in both forms, often appeals to consumers on an emotional level. It can evoke feelings of pleasure, satisfaction, and a sense of achievement.

04. **Brand Value**: Both old and new luxury recognise the importance of strong branding. Luxury brands, whether traditional or modern, invest in building and maintaining their brand image.

In summary, the primary difference between **old luxury** and **new luxury** lies in their approach to exclusivity, accessibility, and the role of material possessions versus experiences. Old luxury tends to emphasise heritage, exclusivity, and tangible goods, while new luxury embraces innovation, inclusivity, sustainability, and luxury experiences. However, both concepts share a commitment to quality, desirability, emotional appeal, and brand value.

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According to an article on IGI Global[1], the terms of new and **old luxury** have gained popularity in the literature. The article explains that while previous research on luxury contributes to improvements under the point of view centred on the product of the meaning of luxury while the current era of popularisation and democratisation of luxury causes confusion and what luxury means today remains unclear.

The article intends, through an extensive literature review, to clarify the main differences between the concepts of new and old luxury brands.
The article explains that old luxury brands are those that have been around for a long time and have a rich history.

They are often associated with high quality, craftsmanship, exclusivity, and heritage. Examples of **old luxury brands** include Rolls Royce cars, Patek Philippe

watches or Hermés fashion brand. On the other hand, **new luxury brands** are those that are relatively new to the market and are often associated with innovation, creativity, and modernity. They are often more accessible than old luxury brands and are more likely to be influenced by trends in popular culture. Examples of new luxury brands include Supreme, Off-White, and Vetements.

An article on BBC[2] explains that for Gen Z, upcycled, reclaimed fashion is opening up a new sense of individuality and self-expression while an article on Forbes[3] explains that Highsnobiety is a brand dedicated to today's generation of style-conscious individuals. Their scope encompasses everything from streetwear to high-end fashion.