

THE LUXURY BRANDING RESEARCH CENTRE

The Luxury Branding Research Centre aims to build research excellence and impact society with the vision of achieving global significance and international recognition.

WHAT WE DO

With the vision of becoming a nexus for research collaboration, the centre is continually building international connections and industry engagement. The following are the key areas we specialise:



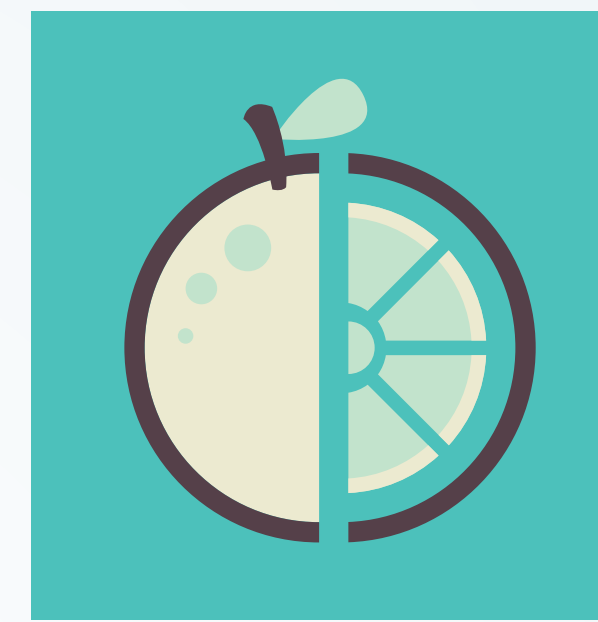
BEAUTY & WELL-BEING

Consumers have moved away from 'traditional' luxury products and started to focus on wellness, beauty and cosmetics as a form of luxury living. We explore consumer contexts for consumption of 'new' luxury to understand consumers' perception of and attitude towards experiential luxury.



FASHION & LIFESTYLE

As competition continues to proliferate in the fashion and lifestyle industry, the need to understand consumer - brand interaction, and strategies for brand longevity and growth is increasingly important. We provide solutions for businesses in terms of brand management and strategic planning.



FOOD

The demand for luxury foods and gastronomic delights requires brands and businesses to find means to sustain consumer appetites. We provide better understanding of consumption patterns, explore consumer habits and trends, and test responses to sensory stimuli.



THE LAB

The Lab specialises in integrated biometric methods to tap into consumer emotions and unconscious responses. It provides businesses with an innovative, objective and scientific means to understand consumer behaviour through the use of eye tracking, brainwave, and facial expression technologies.

PROJECTS

The LBRC has been engaging with businesses through a portfolio of diverse and exciting projects. Recent highlights include:



SHISEIDO

The project with Shiseido focused on the key drivers and motives leading to purchase intentions of their luxury skincare products. We provided innovative strategies to build brand value and loyalty through Shiseido's signature in-store experience.



NASH PEARLS

The project with Nash Pearls focused on understanding the shifting consumers' attitudes towards luxury South Sea pearls. We designed an initiation to educate the young consumers through revitalising and reinforcing the interest for pearl jewellery.



GABRIEL CHOCOLATE

The project with Gabriel Chocolate involved ascertaining whether consumers' perceived preference and liking differed between alternate stock levels and styles of shelf organisation. We designed a revised retail and merchandising shelf space format to enhance the customer experience in their new store.

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