

## MORE QUESTIONS AND ANSWERS

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### **How do you define luxury?**

1 : a condition of abundance or great ease and comfort : sumptuous environment lived in luxury. 2a : something adding to pleasure or comfort but not absolutely necessary one of life's luxuries.

### **What Is Your Definition of Luxury?**

"To me luxury is defined as the best that life has to offer: an endless supply of amenities, a legendary setting, wondrous tranquility, spectacular scenery and the opportunity to embrace each moment because every needs has been satisfied." Jose Luis Mogollon, Director of Development, Quivira Los Cabos

### **What is luxury?**

To me, luxury means "over the top." Above and beyond the call of duty, if you catch my drift. For example, I go away on vacation. I get a motel room that already has 2 Queen sized beds, plenty enough for 2 people.

### **What Does Luxury Retail Actually Mean?**

The definition of luxury retail is changing. To connect to an audience, it is about meaning something in the hearts and minds of others and not to just their debit cards. Andy Lovell.

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#### **What is the new luxury?**

New Luxury isn't about price, it's about culture, community, the values we share, and aligning ourselves with brands who can help enhance that worldview. The New Luxury is also about a paradigm shift acknowledging the power of subculture.

#### **What makes a luxury brand luxury?**

The title of "luxury brand" must be earned. A brand can't claim the label for itself. ... The core values expressed by the brand must link the company and its staff's dedication to quality with the customers' values and aspirations. It's these people, not the product, that make a luxury brand.

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