

# LUXE

2026 ISSUE

ETERNAL

## The customer edit



### Do luxury brands resonate with customers?

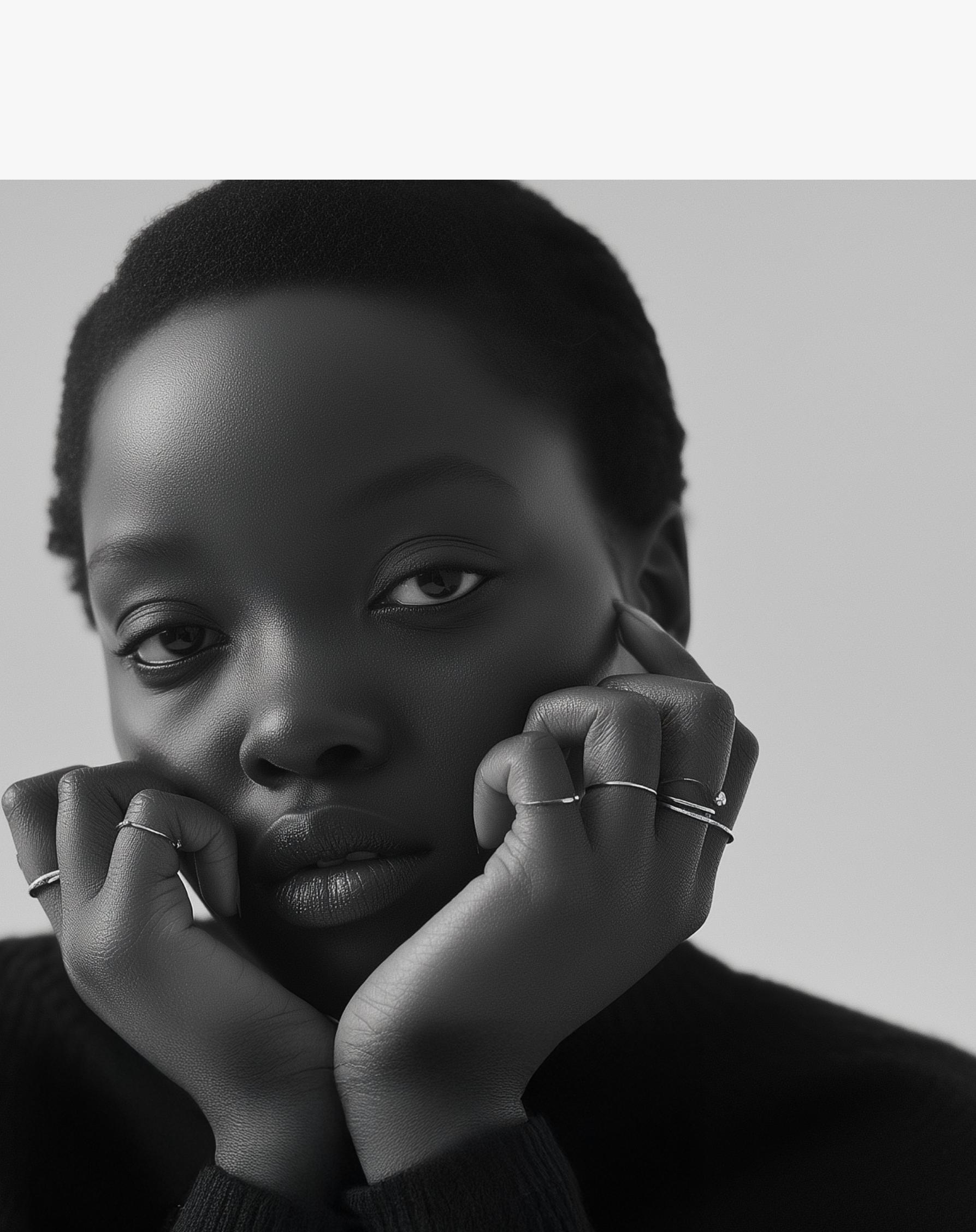
At first glance, the answer seems positive

65% 63% 60%

believe luxury brands still influence culture and reflect today's values

say luxury brands are evolving in line with changing lifestyles and expectations

say brand storytelling emotionally engages them



### Beneath the surface, a resonance gap is emerging

The fundamentals of luxury remain universal: quality, exclusivity and elegance. Yet, different customers now live luxury in very different ways. This split in profiles and codes now feeds a growing gap in brand resonance.

50% 37% 37% 35%

feel brands behave like profit-driven businesses rather than dream makers

say luxury brands struggle to sustain emotional resonance and a lasting bond

see value for money declining

judge brand expressions less distinctive and inspiring

### What do luxury customers really value?

Customers demand mastery, not marketing

74% say the availability of customer care services is important to them

65% expect speed and precision in delivery and logistics

They value what happens behind the scenes

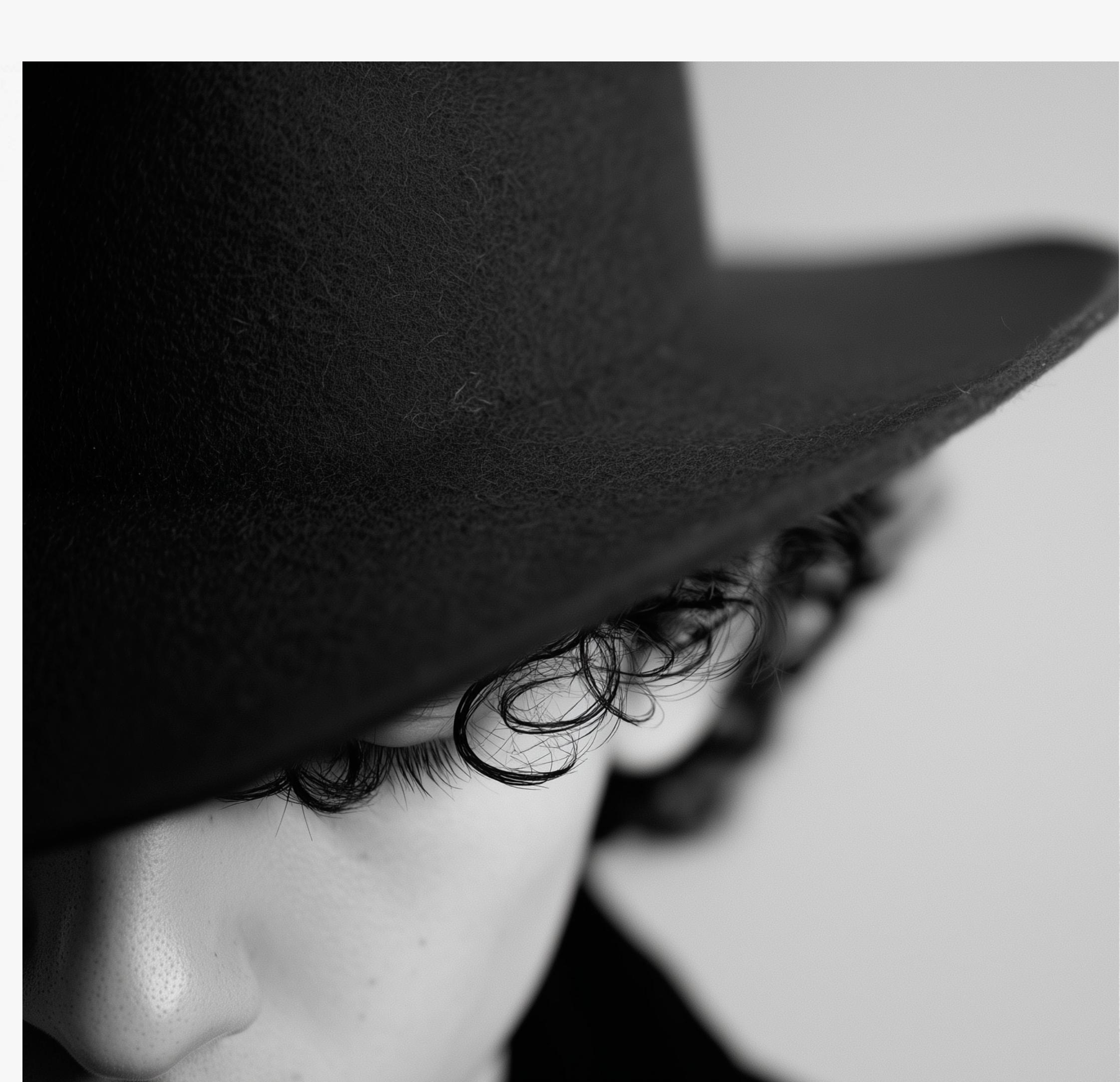
73% say meticulous attention to every detail influences their engagement with a luxury brand

76% say exceptional expertise and professionalism of staff influence how they feel about a brand

As well as tailored, emotionally resonant interactions

61% consider exclusive access to limited editions or private events important or extremely important

61% expect brands to stay connected through tailored, high-touch post-purchase communication



### Three imperatives for luxury brands to resonate with customers

01 Build a "behind-the-scenes" engine that turns operational excellence into resonance

02 Orchestrate a relational continuum that creates belonging

03 Elevate the relational artisan as a new figure of leadership

Discover the full story at  
[www.accenture.com/luxe-eternal](http://www.accenture.com/luxe-eternal)