

PROJECT SUMMARY

INTRODUCTION

Since the late 80s, the luxury goods industry has steadily grown into a multi-billion dollar behemoth that manufactures and sells image, status, and extravagance to consumers of all social classes.

“I DON’T LIKE ELITISM
IN FASHION – IT’S
STUPID AND BORING”

– Simon Doonan

With the continued expansion of luxury power houses, the industry has become relentlessly focused on the bottom line. Rather than keeping these luxury groups running by pumping out highly priced, blatantly branded and over-marketed goods, it is time for the industry to redefine luxury and return to reason, decency, discretion, beauty, and creativity. Right now is the perfect moment to put away the bells, plug up the whistles, and build a new image for the industry. Boring bling is over.

Luxury shouldn’t be standard. Luxury should be super.

ABOUT THE DESIGNER Superluxe is a MFA design thesis project by Crystal Chou, a graduate student at the Academy of Art University, San Francisco. To see more of her work, please visit WWW.CRYSTALCHOU.COM

CONTACT INFORMATION If you have any comments, inquiries, or would like to receive printed material don’t hesitate to contact HELLO@SUPERLUXE.ORG

THE SHOP CONCEPT

THE CONCEPT This design project will take form as a pop-up window installation promoting a satirical catalog of products that provide customers with a toolkit for instant luxury branding success. These fictitious products are intended to draw attention to the branding mystique and marketing gimmicks that currently make luxury luxurious.

DESIGN AESTHETIC

- 1 luxury meets bodega
- 2 gallery meets retail
- 3 conceptual
- 4 sophisticated
- 5 fun
- 6 unexpected

MERCHANDISE LIST

- 01**
LOGO MOJO SPRAY
turns logos into ostentatious patterns
- 02**
BRAND IN A BAG
instant overall brand identity w/ moodboard
- 03**
FLUFF CARDS
handy deck of adjectives to use while writing copy
- 04**
ENDORSE FORCE
instant celebrity endorsement documents
- 05**
THE HIP FACTOR
famous artist résumé and contact information for collaboration
- 06**
CAN OF BUZZ
containing buzz that helps to sell products
- 07**
PRESS RELEASE NOTEPADS
press release templates for quick write-ups

MERCHANDISE LIST *cont'd*

- 08**
MAKE IT SHINY
container of gold glitter
- 09**
MAKE IT GLOSSY
container of varnish
- 10**
BLING IT UP
variety pack of jewels and glitter
- 11**
DIAMOND VENDING MACHINE
vending machine with toy capsules filled with diamonds
- 12**
EURO FLAIR
packets of made in Italy and made in France stickers
- 13**
DELUXE LUXE
labels stating that products are luxurious
- 14**
LIMITED EDITION STAMPS
stamps used for designating limited edition products

