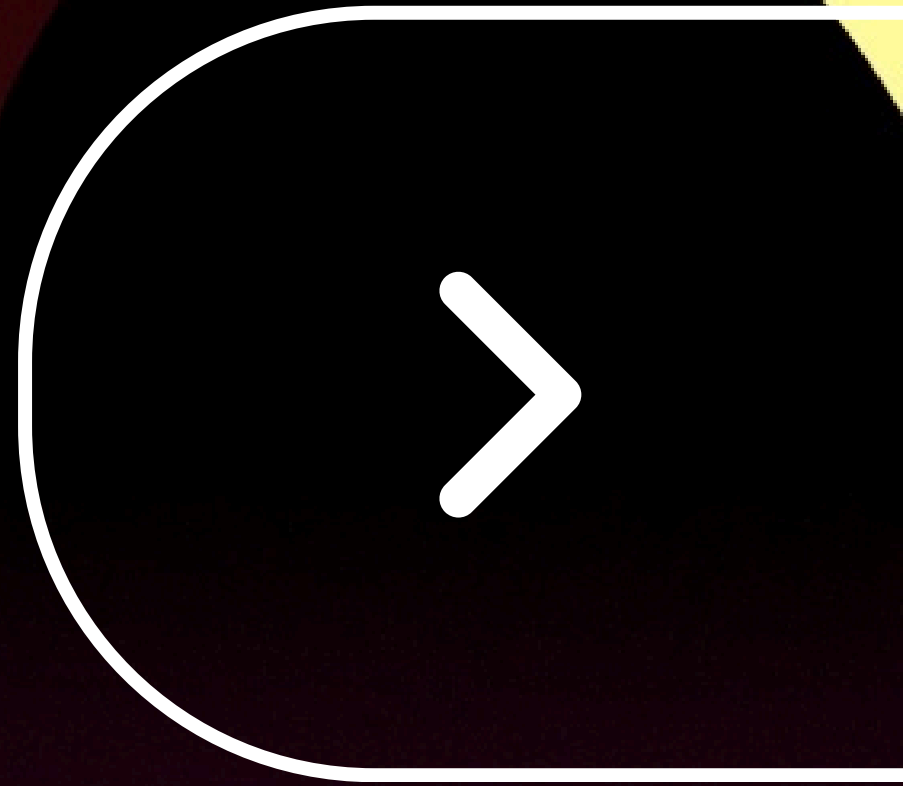
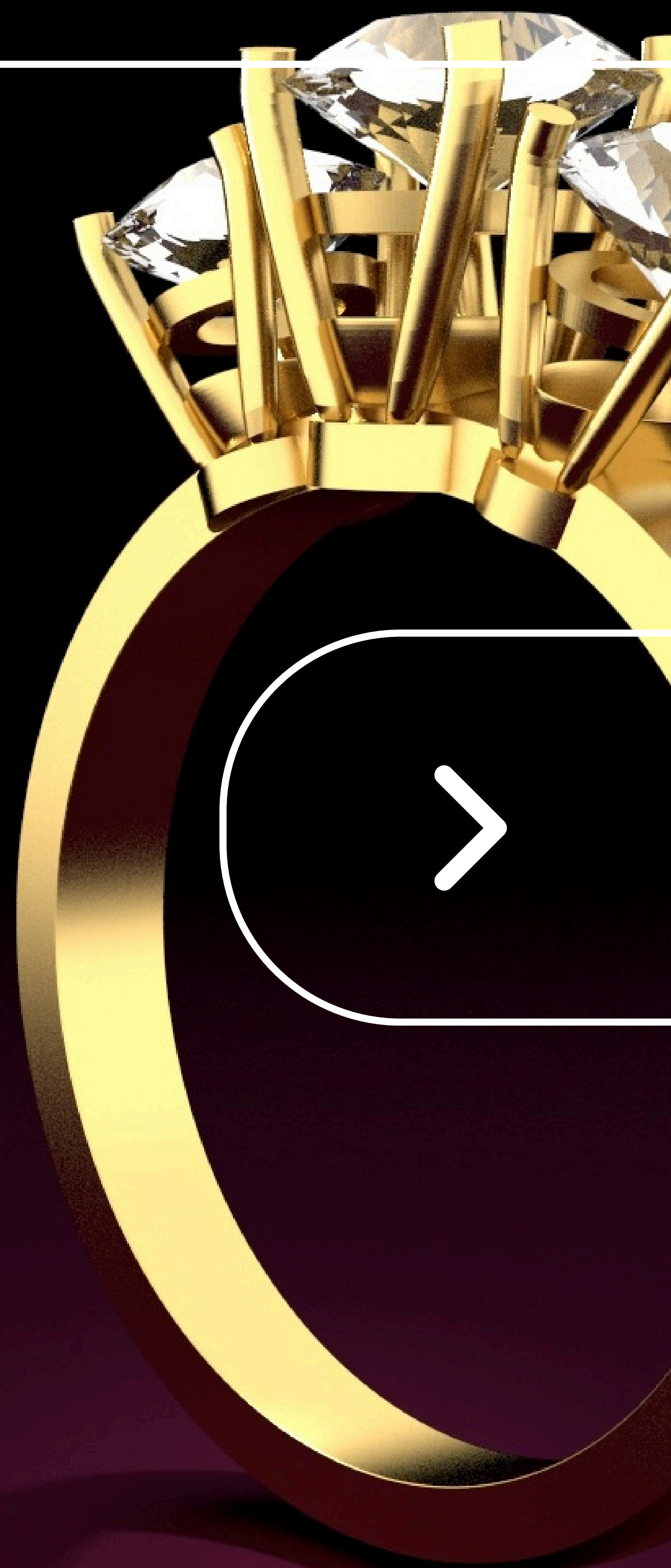


THE LAVISH: A PEEK INTO PERCEPTIONS OF LUXURY



WHAT IS LUXURY? IT'S ALL ABOUT THE BLING AND PRESTIGE!

When you think of luxury, do you see a shiny Rolex or a swanky sports car? Well, you're not alone! In the UK, luxury is often associated with high-quality, prestigious brands that scream class and sophistication. Over in Turkey, however, luxury is more about flaunting those pricey, exclusive items that make you the talk of the town. Whether it's the craftsmanship or the price tag, luxury is all about making a statement!



"For me, luxury means high-quality and prestigious brands like Gucci and Rolex." (UK, Male, 42)

"In Turkey, using an iPhone is seen as luxury because it's expensive and not everyone can afford it." (Turkey, Female, 27)

"Luxury here is about products that are exclusive and have a high price tag." (Turkey, Male, 35)

"Quality and prestige, that's what defines luxury for me." (UK, Male, 58)

"Luxury means having something not everyone can get their hands on." (Turkey, Female, 34)



Products and services perceived or labeled as luxury vary between these countries. In Turkey, the emphasis on luxury items is often linked to societal status and exclusivity, with a strong focus on brand reputation and the impression it leaves on others. Whereas in the UK, there is a notable focus on the quality and personal satisfaction derived from luxury items or experiences.

Economic conditions heavily influence the perception of luxury in Turkey, where participants note that many previously accessible items are now considered luxurious due to economic constraints. In contrast, UK participants often relate luxury to personal achievements and the quality or longevity of the item.



Watches and Designer Brands

Many participants in the UK consider high-end watches like Tag Heuer and designer brands such as Gucci, CK, and Rolex as luxury items. These are perceived as luxurious due to their stylish design, high quality, and the prestige associated with the brand.

"I have a Tag Heuer watch I received for my 50th birthday. It makes me happy." (Male, 58)

"Designer labels. They have high quality clothes that are made with good materials." (Male, 28)

Experiences such as Dining and Travel

Luxury is also seen in experiences such as dining at 5-star restaurants or staying in luxurious hotels. These experiences are differentiated by the quality of service and exclusivity.

"Luxury would be going on a cruise or eating at a 5-star restaurant." (Female, 44)

"Feel more relaxed. More 'looked after'. Feel at ease with cleanliness and more entertainment on offer offering better quality." (Female, 38)

Perfumes and Fashion

High-end perfumes and branded makeup were mentioned as luxury products due to their premium presentation and the emotions they evoke.

"Perfume heightens my senses and makes me feel happier."
(Female, 61)

"Branded makeup and designer clothes... It makes me feel privileged to be able to afford them." (Female, 31)

ANOTHER PERSPECTIVE FROM TURKEY

High-End Electronics and Vehicles: In Turkey, luxury is often associated with high-end electronics, such as iPhones, and premium vehicles like Audi. The emphasis is on the brand's reputation and the exclusivity of owning such items.

"For example, 30,000 lira for a mobile phone is not luxury for me because I can afford it, but a yacht is." (Male, 46)

"Like Audi for cars where you have comfort and safety." (Male, 34)

Clothing and Accessories: Designer brands such as Gucci and Louis Vuitton are also considered luxury in Turkey, similar to the UK. These are seen as status symbols due to their high cost and limited accessibility.

"Luxury brands always have quality. For example, a valuable watch is luxury to me." (Male, 27)

Travel and Hospitality: Luxury is also perceived in the context of travel, such as staying in high-end hotels or traveling first class. The quality of service and exclusivity are key factors.

"Luxury would be staying in an expensive hotel abroad." (Female, 23)

"Ultra all-inclusive seaside hotels and overseas holidays are luxury for me." (Female, 30)

PERCEPTION OF LUXURY: QUALITY VS. SHOWBIZ!

Luxury is a state of mind! In the UK, it's all about the quality and durability of the product. It's like buying a Bentley—not just a car, but a legacy! Meanwhile, in Turkey, luxury is your golden ticket to social stardom. It's about making sure everyone knows you've arrived!

"Luxury to me is more about quality and durability." (UK, Female, 52)

"Here, luxury is more about showing off and gaining social recognition."
(Turkey, Female, 28)

"Luxury is centered around personal prestige and quality." (UK, Male, 30)

"Displaying luxury items is a big deal here." (Turkey, Male, 40)

"Quality is at the heart of luxury for me." (UK, Female, 43)

MOTIVATIONS BEHIND LUXURY CONSUMPTION: TREAT YOURSELF!

Why do we splurge on luxury? Because we're worth it!

In the UK, luxury is a little treat for all that adulthood we endure. It's about personal satisfaction and the joy of owning something exquisite. But in Turkey, your luxury buys are your VIP pass to the social elite club. Wear that designer piece, and watch the room swoon!

Justifying Luxury Expenditure: Spendy McSpender!

Let's talk money, honey! In the UK, luxury spending is justified by the quality and the long-lasting value it brings. Think of it as an investment in fabulousness! Meanwhile, in Turkey, it's all about the prestige and the social kudos that make the spending spree worthwhile. It's like paying for a front-row seat to the social extravaganza!

"Luxury feels like a reward I give myself." (UK, Male, 51)

"Buying luxury items is important for social status here." (Turkey, Female, 34)

"I indulge in luxury to feel special and appreciated." (UK, Female, 31)

"Luxury items are my way of showing I belong to the upper social circles." (Turkey, Male, 36)

"It's my personal treat and a way to celebrate achievements." (UK, Female, 29)

SOCIETAL INFLUENCE ON LUXURY: TO SPLURGE OR NOT TO SPLURGE?

Oh, the pressure to keep up with the Joneses! In the UK, it seems like personal choices reign supreme over societal whispers. But in Turkey, the pressure is real, folks! Society has a big say in what's hot and what's not, making luxury a social must-have.

So there you have it! Luxury isn't just about the glitz and glam—it's a complex dance of cultural values, personal satisfaction, and societal influence that varies wildly between the UK and Turkey. Whether you're a quality connoisseur or a social butterfly, luxury is all about making life that little bit more fabulous!

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