

LUMINOUS MORPHIC MARKETING · CHAPTER TWENTY-ONE

Luxury Market Positioning & Differentiation

Chapter Twenty-One of Luminous Morphic Marketing

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THE LICENCE

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ABSTRACT

Luxury positioning is not "charging more." It is being category-of-one through coherence, taste, and transformation.

SOVEREIGNTY & EVOLUTION · CHAPTER TWENTY-ONE

Luxury Market Positioning & Differentiation



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Essence

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Luxury positioning is not "charging more." It is being category-of-one through coherence, taste, and transformation.

Core Principles

- Depth over breadth
- Selectivity as care
- Premium perception through integrity

Positioning Levers

- A clear point of view
- A signature method that feels inevitable
- Elevated aesthetics that match the work
- A refined client journey

Practices

- Define the transformation you facilitate in one sentence.
- Create a "luxury standard" checklist for every touchpoint.
- Say no to misaligned clients quickly and kindly.



A closing plate

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