



WHO I AM

Gabriella Lucano, but you can call me Bella

French advertiser from Paris with 8+ years of experience

Based in Lisbon, working with clients worldwide

Worked with prestigious brands including Galeries Lafayette
and Hermès

What You'll Learn

TABLE OF CONTENT

1

WHAT MAKES LUXURY ADS
FEEL DIFFERENT

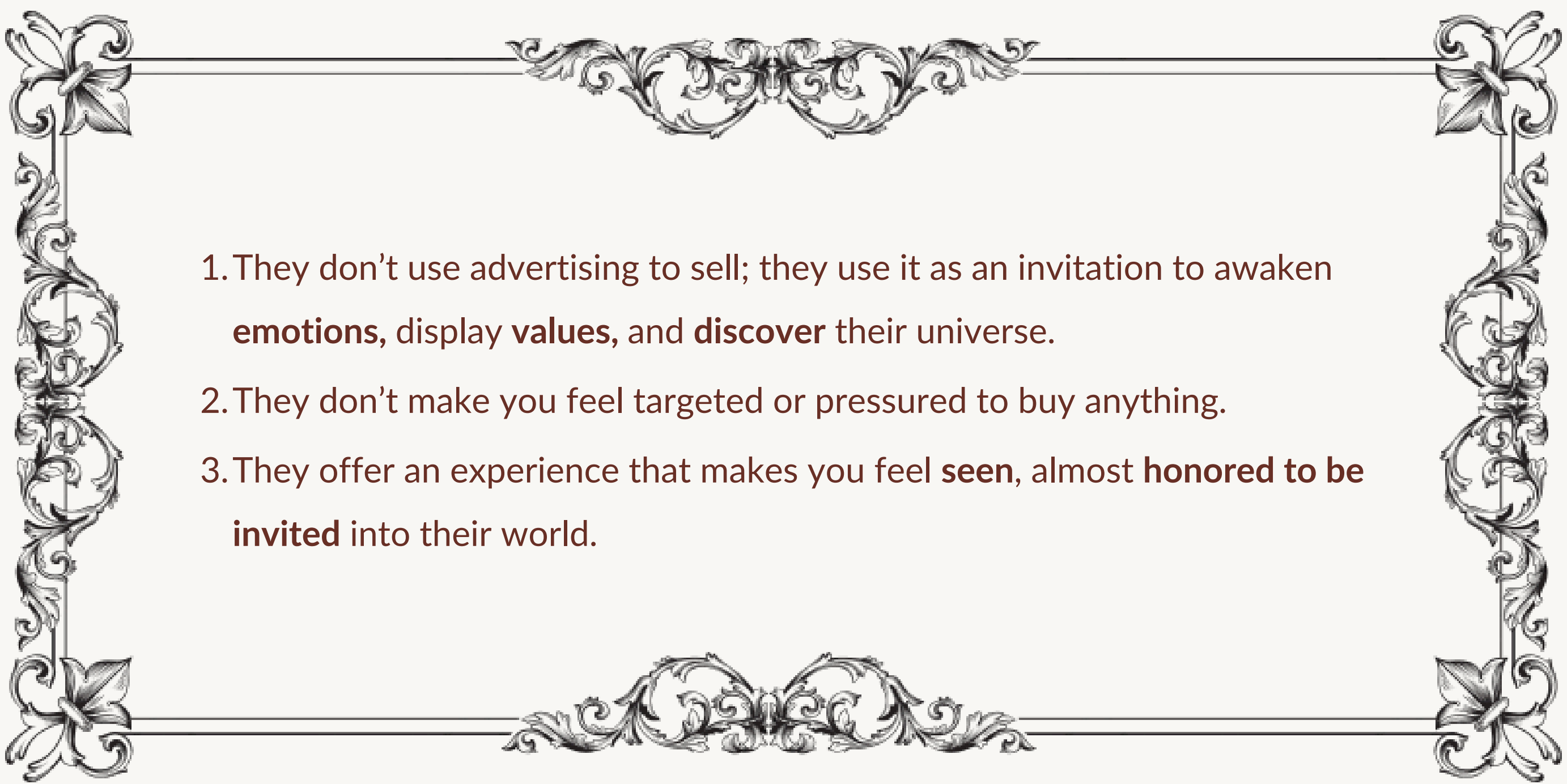
2

HOW TO APPLY IT TO
YOUR OWN ADS

3

A CLEAR FRAMEWORK & AD
SETUP YOU CAN REUSE

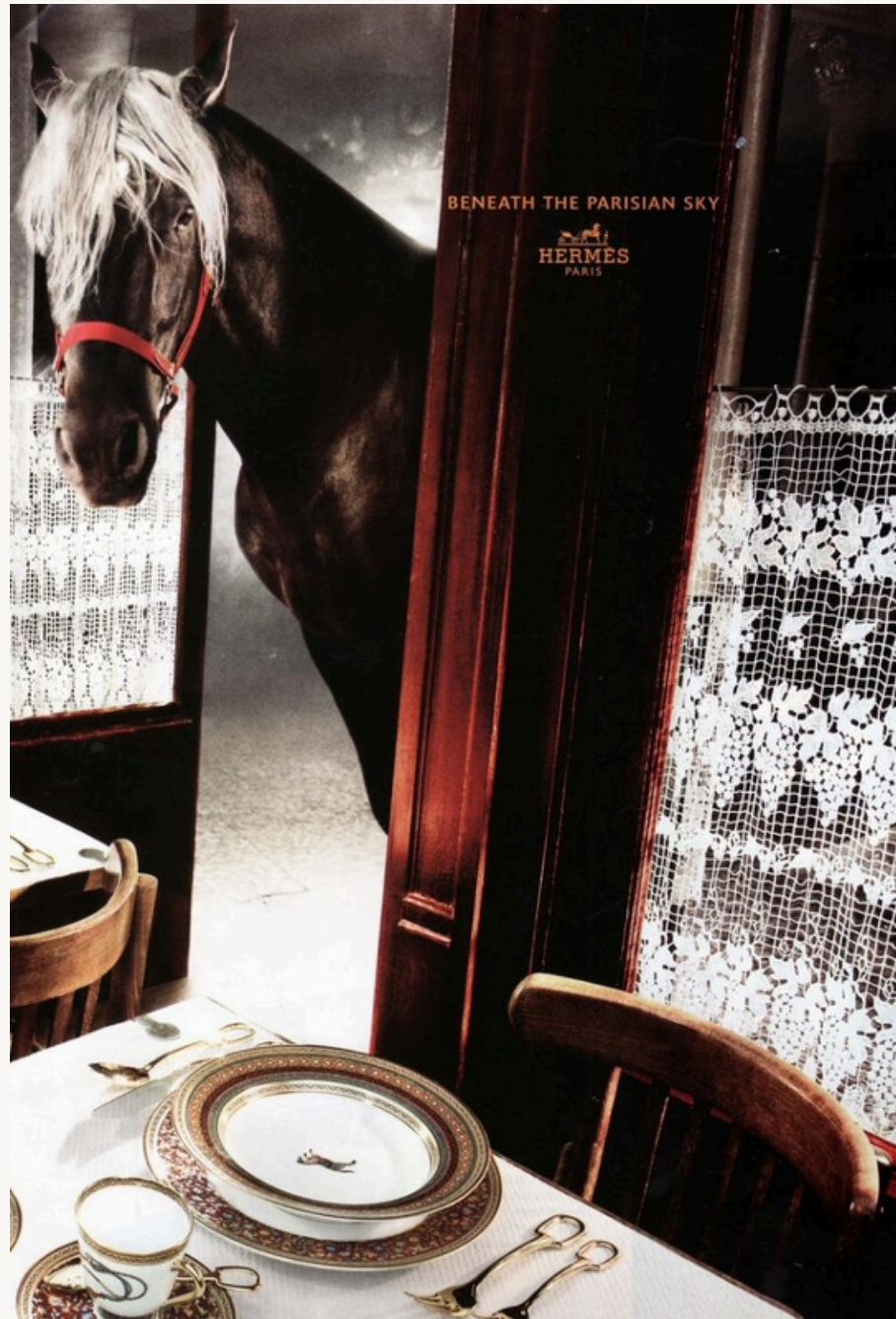
Luxury Ads as an Invitation

- 
1. They don't use advertising to sell; they use it as an invitation to awaken **emotions**, display **values**, and **discover** their universe.
 2. They don't make you feel targeted or pressured to buy anything.
 3. They offer an experience that makes you feel **seen**, almost **honored to be invited** into their world.

WHY LUXURY ADS FEEL SO DIFFERENT?

*“In a loud and busy world,
quiet becomes luxury.”*

SO WHAT IS LUXURY REALLY SELLING THROUGH ADVERTISING?



QUIETNESS. LIFESTYLE. CULTURE. FREEDOM. ART.

Luxury Ads vs Regular Ads

Luxury ads say: “This world exists. You may enter.”

Regular ads say: “You don’t have this. Buy it.”

Dreamy, abstract, emotional

Lifestyle-driven

Focus on intention and identity

Designed to create a feeling of belonging and harmony

Inviting you to pause, breathe, and reflect

Playing with time

Commercial, sales-driven

Product-focused

Built on comparison and urgency

Designed to create a feeling of lack

Pushing you to buy now

Often playing with envy

How To Apply Luxury Principles To Your Own Ads?

IN 3 SIMPLE STEPS

The 3C Method

CLEAR COPY

One idea = One ad
Simple structure: Hook
+ one-sentence main
message

CLEAN DESIGN

One key visual per ad
Limit color palette
Calm > Busy

CALL TO ACTION

CTA = invitation
Ex: “Discover”,
“explore”, “Step inside”



Example #1

HERMES MEN FASHION SHOW SUMMER 2026

CLEAR COPY


CLEAN DESIGN




CALL TO ACTION

**Hermès**
2,068,149 followers
5mo • 


Découvrez la collection homme été 2026 créée par Véronique Nichanian.
[#HermesHomme](#)


Show translation





 343


5 comments · 23 reposts

 Like


 Comment


 Repost

 Send

**Hermès**
Sponsored
Library ID: 699929546123465

Créez un rappel pour suivre le défilé Hermès homme été 2026, diffusé en direct le 28 juin à 17 heures.
[#HermesHomme](#)



**HERMÈS**
PARIS

Défilé homme
été 2026

Diffusé le samedi 28 juin 2025
à 17 heures (heure de Paris)

[#HermesHomme](#)

HERMES.COM
Hermès

Learn more

Sources: Hermès Linkedin page and Meta Ad Library


Example #2

HERMES WOMAN FASHION SHOW SPRING-SUMMER 2026

CLEAR COPY

CLEAN DESIGN

CALL TO ACTION



Hermès

Sponsored

Library ID: 749670644559026

Créez un rappel pour suivre le défilé Hermès femme printemps-été 2026, diffusé le samedi 4 octobre.
#HermesFemme

HERMÈS

Défilé Femme

Printemps-Été 2026

Diffusé


le samedi 4 octobre

#HermesFemme

HERMES.COM

Hermès

Learn more



Hermès

Sponsored

Library ID: 784869231058012

Créez un rappel pour suivre le défilé Hermès femme printemps-été 2026, diffusé le samedi 4 octobre.
#HermesFemme

HERMÈS

Défilé Femme

Printemps-Été 2026

Diffusé

le samedi 4 octobre

#HermesFemme

HERMES.COM

Hermès

Learn more

Source: Meta Ad Library

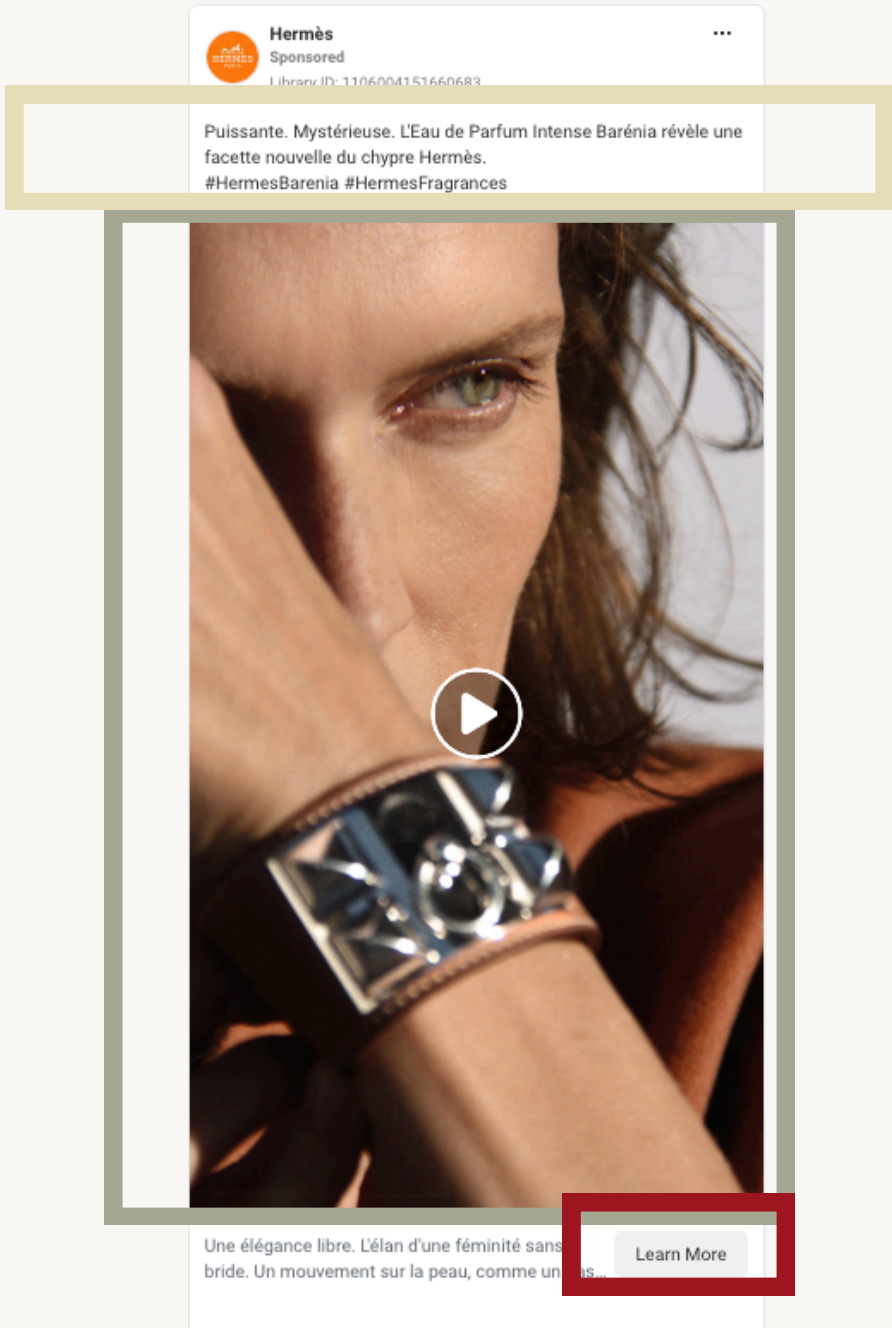
Example #3

HERMES FRAGRANCES: THE BARENIA LAUNCH CAMPAIGN

CLEAR COPY

CLEAN DESIGN

CALL TO ACTION



How are Ad Campaigns Structured?

LUXURY ADVERTISING ≠ COMPLEX ADVERTISING

CAMPAIGN = THE GOAL

AD SET = THE AUDIENCE

AD = THE MESSAGE

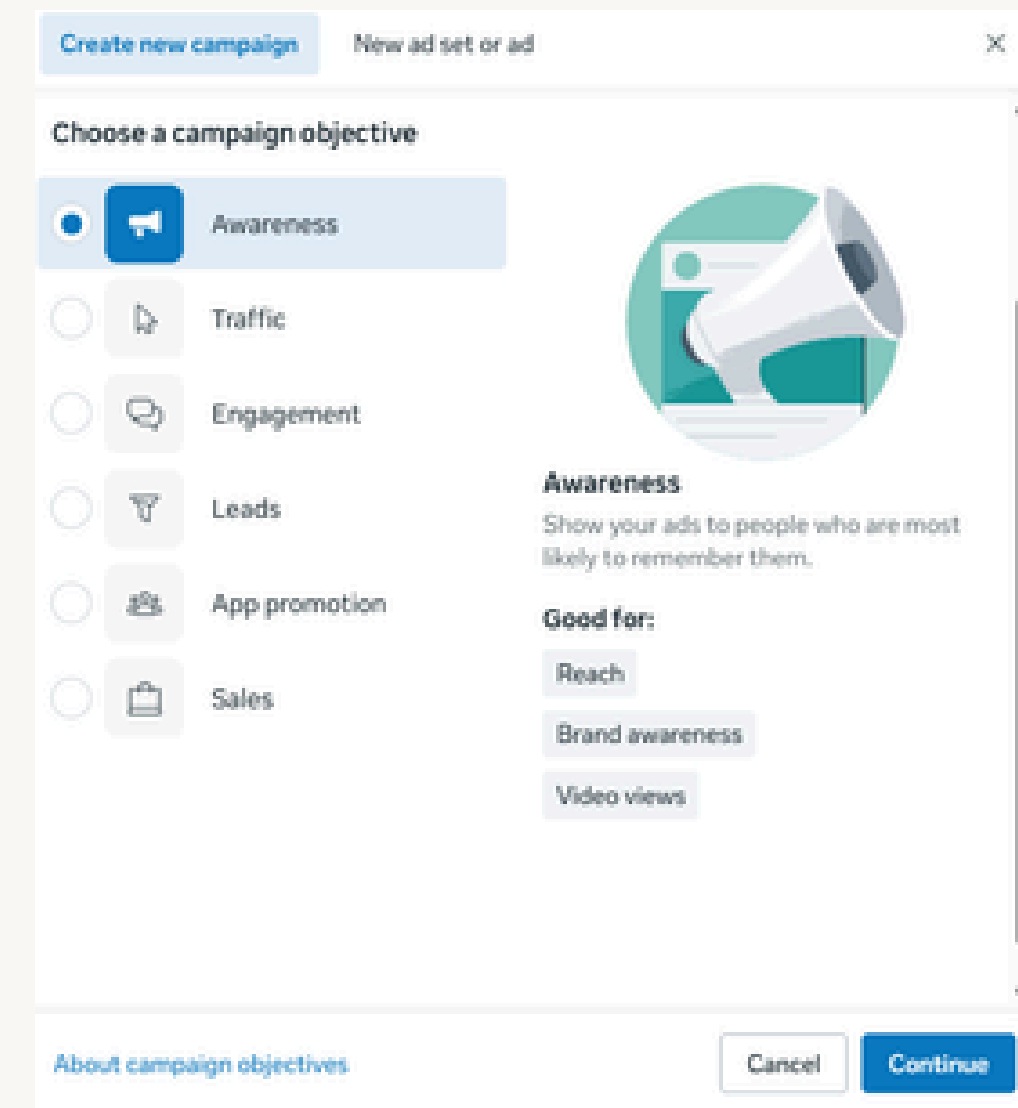
Campaign Level

CHOOSE ONE CLEAR OBJECTIVE

AWARENESS when your invitation is to establish your brand
→ reach, video views
Most Luxury brands focus on Awareness campaigns.

CONSIDERATION/TRAFFIC when the invitation is to land on your website to read, watch, or explore something
→ clicks, landing page views

CONVERSION when your invitation is to take specific action (to book, subscribe, buy, download, register, etc)
→ leads, purchases



Screenshot from the Meta Ads Manager

Ad Set Level

CHOOSE WHO YOU'RE TALKING TO

Here, we define:

- The **audience** (who this message is for)
- The **optimization goal** (what action the platform should prioritize)
- The budget

To avoid overwhelm:

- Start with **one audience only**
- Don't over-segment, **keep it broad**
- Let the platform learn

The screenshot shows the 'New Awareness Ad Set' configuration page in the Meta Ads Manager. The breadcrumb trail at the top indicates the path: 'New Awareness Campaign' > 'New Awareness Ad Set' > '1 Ad'. There are 'Edit' and 'Review' buttons. The main configuration area is titled 'Awareness' and includes the following sections:

- Performance goal:** A dropdown menu set to 'Maximize reach of ads'. Below it, a note states: 'To help us improve delivery, we may survey a small section of your audience.'
- Facebook Page:** A section to 'Choose the Page you want to promote' with a search bar and a '+' button.
- Cost per result goal - Optional:** A text input field containing '(X).XX' and a currency selector set to 'EUR'. Below this, a note explains: 'Meta will aim to spend your entire budget and get the most 1,000 impressions using the highest volume bid strategy. If keeping the average cost per result around a certain amount is important, enter a cost per result goal.'
- Frequency control:** Two radio button options: 'Target' (with a bell curve icon) and 'Cap' (with a step function icon). The 'Cap' option is selected. A note below reads: 'The maximum number of times you want people to see your ads.'

On the right side of the page, there are two informational panels:

- Performance may be impacted:** A warning that 'Evolving changes within the ads ecosystem may affect your performance or reporting.' Below it, a dropdown menu shows 'Ad sets that include the European Region'.
- Audience definition:** A section stating 'Your audience is broad.' It includes a note: 'Broad audiences can improve performance and reach more people likely to respond.' Below this is a horizontal bar with a gradient from red (Narrow) to green (Broad), with 'Broad' selected. It also shows the 'Estimated audience size: 41,200,000 - 48,400,000'.

Screenshot from the Meta Ads Manager

Ad Level

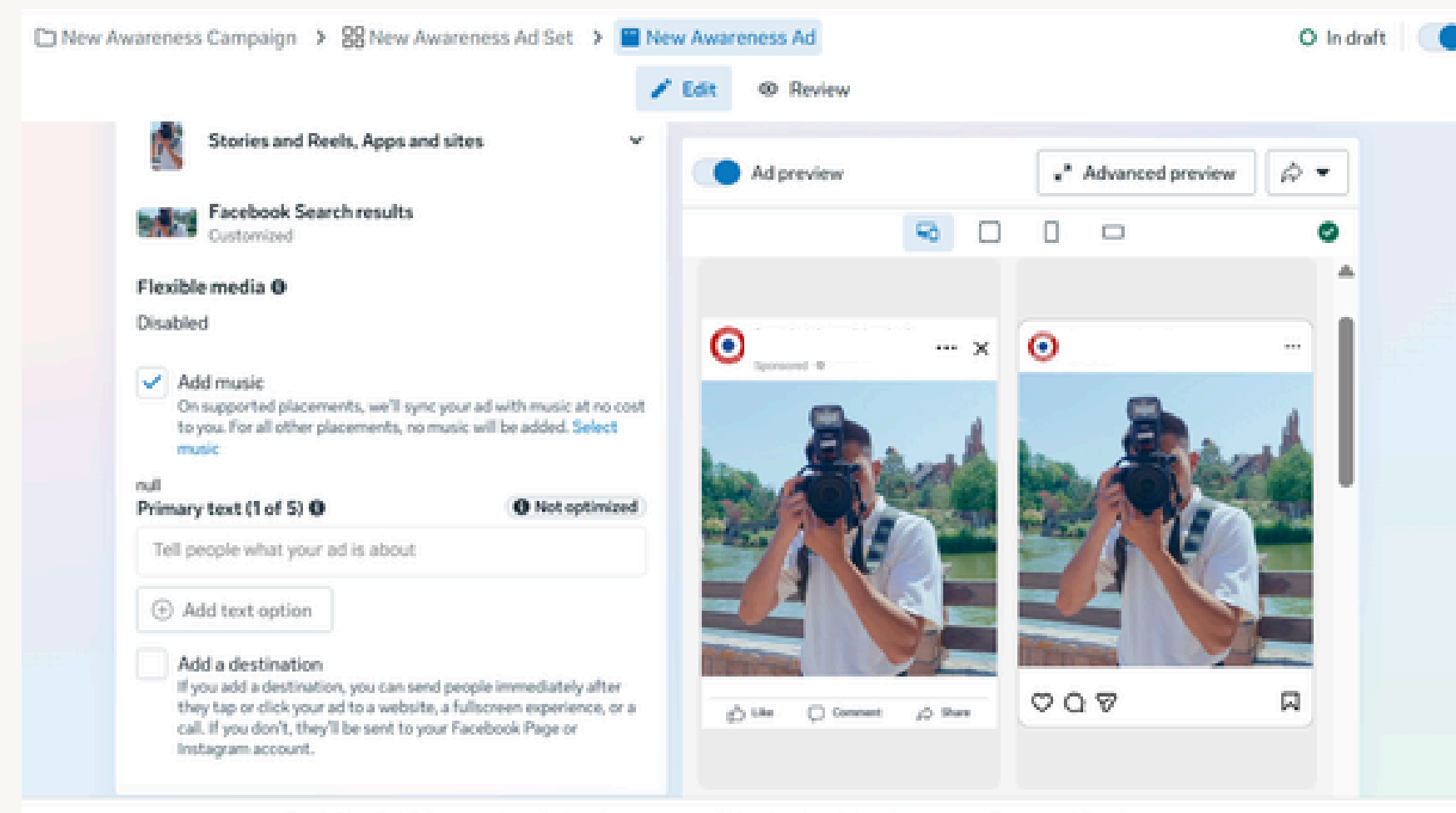
DELIVER ONE CLEAR MESSAGE

This is the part your audience sees and where your brand voice truly lives.

At the ad level, we define:

- visual
- copy
- outbound link (to your website or else)
- call to action

*This is where the **3C Method** can be applied.*



Screenshot from the Meta Ads Manager

