



The PlayBook

MEMBERSHIP

BRANDING | MODULE NINE

Luxury vs Affordable

WHAT ACTUALLY SETS LUXURY VS AFFORDABLE APART IN BRANDING

VISUAL DIFFERENCES (STYLE, IMAGERY, DESIGN CHOICES)

MESSAGING & TONE FOR EACH PRICE POINT

HOW PRICING INFLUENCES BRANDING DECISIONS

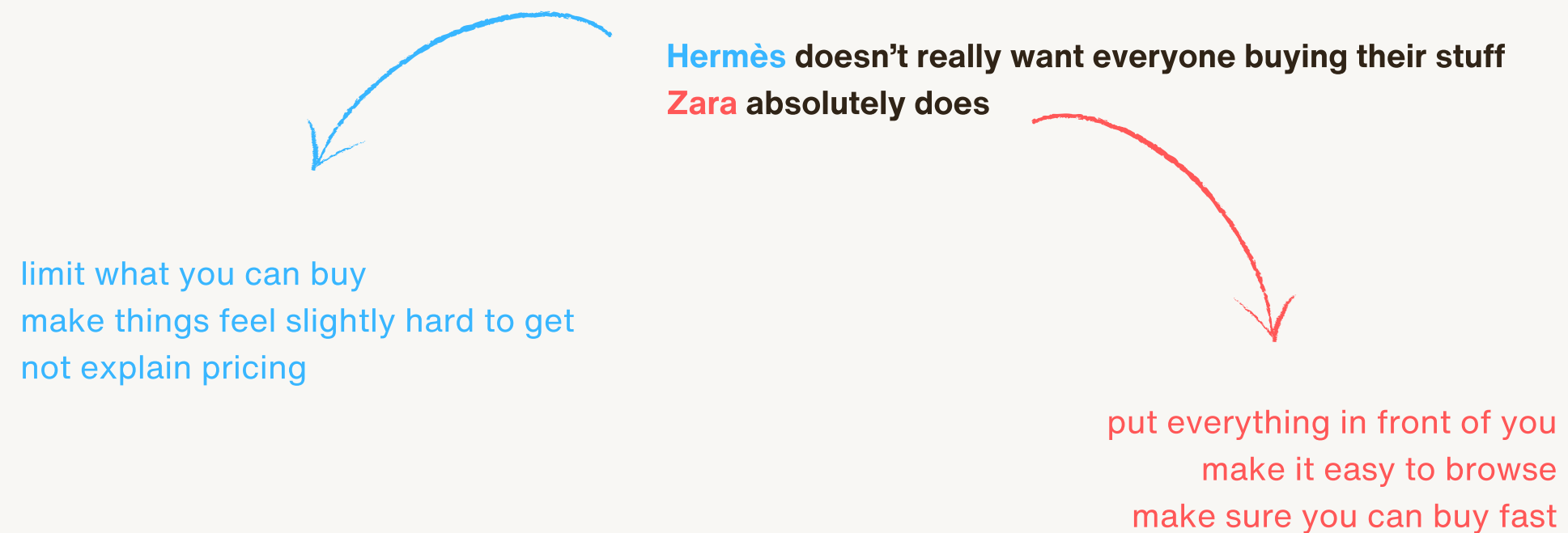
MATCHING YOUR DESIGN TO THE TARGET CUSTOMER

What actually sets Luxury vs Affordable apart

QUITE A LOT ACTUALLY

luxury = creates a bit of distance

affordable = makes things easy and quick



luxury = controlled access

affordable = easy access

everything else comes from that

Visual differences

STYLE, IMAGERY, DESIGN CHOICES

Luxury Design

Minimal buttons, fewer products



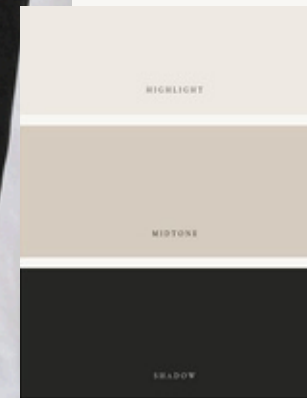
Simple logos

More aspirational instead of real life / relateable.

Striking models / simple photoshoots / premium environments



Empty space



Consistency on across all touchpoints

Minimal text and font choices



Less urgency

Neutral colour palette with the odd pop of colour for certain campaigns



BRODA
ZAPRASZA

Why they design this way...

blank space → importance + confidence

less on the page = more focus on the product → it feels more valuable also feels like the brand isn't trying hard → reads as confidence

minimal fonts → control + authority

simple, classic type = no chaos, no busy font styles → feels established and trustworthy like "we don't need to grab your attention"

neutral colours → calm + refinement

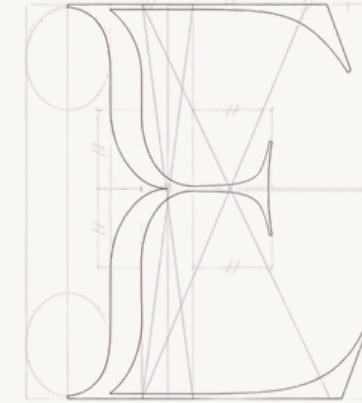
no bright/loud colours = less visual noise → feels more considered and mature your brain reads it as more "premium" and less mass-market

less information → curiosity + desire

not everything is explained → you spend longer thinking about it that extra time builds interest instead of rushing a decision

consistent, restrained design → intentional + elevated

everything matches, nothing feels random → signals care and precision which makes the brand feel higher quality overall



Affordable Design

Lots of movement



Funky logos - more playful

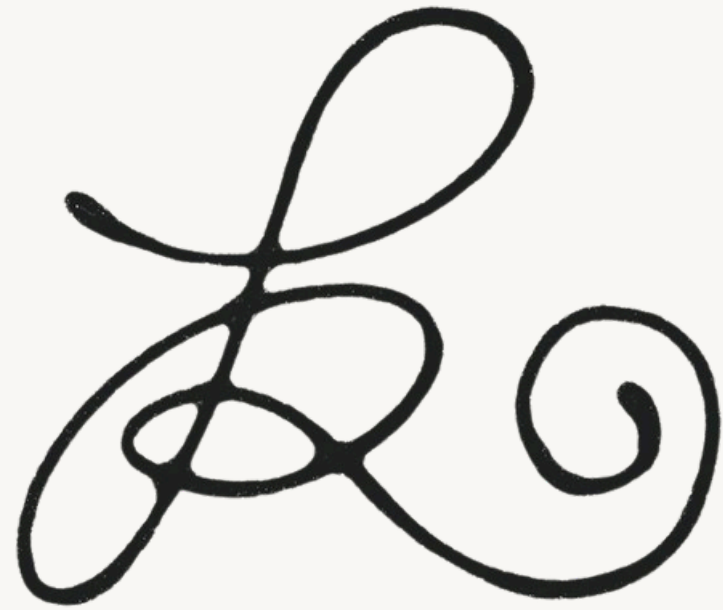
More relateable / playful / fun / trendy

Busyness

More text / edgy fonts or simple fonts with fun illustrations

In your face marketing (bigger the better)

Bright colour palettes



Why they design this way...

busier layouts → clarity + speed

more on the page = you get the info fast → easier to decide quickly your brain feels like “ok I understand this straight away”

bolder / playful fonts → approachable + not intimidating

thicker, fun, or trend-led fonts = feels more casual and relatable like the brand isn't taking itself too seriously

brighter colours → energy + attention

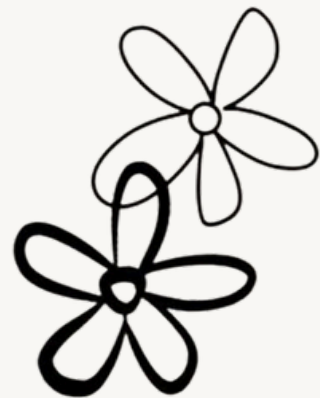
bold colours grab your eye quickly → helps you notice things fast also feels more “everyday” and less exclusive

more information → trust + reassurance

prices, features, options all visible → reduces doubt feels like “nothing is hidden from me”

more elements / movement → excitement + urgency

lots happening (graphics, banners, offers) → feels active and fast pushes you towards making a decision now, not later



Messaging & tone for each price point

THE PART EVERYONE FORGETS

Luxury Tone

sounds calm, controlled, not rushed

Slowing down = confidence

They want it to feel like you're choosing them, not being pushed

uses fewer words (sometimes almost vague)

The less they explain, the more you fill in the gaps yourself & that builds curiosity + makes it feel more "special". If they over-explain, it starts to feel ordinary

focuses on feeling, not features

Features are easy to compare (and cheaper brands can win there). Feelings are harder to compare → keeps the value high

doesn't try too hard to convince you

→ trying hard = feels like they need your money

→ not trying = feels like they're already valuable

rarely uses slang, emojis, or trends

→ trends date quickly but luxury wants to feel timeless (they want to feel consistent over years, not just relevant right now)

→ slang/emojis = casual and not the "elevated" feeling

what they actually do:

- talk about craft, heritage, quality, legacy
- avoid mentioning price or deals
- keep things slightly out of reach

Chanel might say:

“Timeless elegance.”

“An icon, reimagined.”

...they're not telling you anything practical
they're building a feeling

a bit distant | a bit mysterious | very intentional | not super friendly

Affordable Tone

sounds like a person (not a brand)

Makes it feel relatable and easy to trust & people are more likely to buy from something that feels human, not “corporate”

more casual, sometimes playful

Removes pressure and intimidation & makes the brand feel accessible, like it’s for everyday people

very clear and direct

Helps people decide quickly
No one wants to “figure out” a £20 product, they just want to know it’s good

feels current and “in the moment”

Encourages quicker buying decisions & feels like “get it now” rather than “think about it for weeks”

often uses trends, slang, emojis

Keeps the brand feeling current and relevant & helps it blend into how people already communicate (socials, texts, etc.). Like you’re their bestie (community first focus).

what they actually do:

- highlight price, value, benefits
- explain things clearly
- make it easy to understand fast

ASOS or Glossier might say:

- “Your new everyday favourite”
- “Obsessed already!!”
- “Under £20? Yes please.”

you don't feel intimidated you feel like it's for you

friendly | relatable | easy

How pricing influences branding decisions

PRICE POINT PLAYS A HUGE PART

High Price (Luxury)

slower, calmer branding

people take longer to buy expensive things, so the brand slows them down instead of rushing them.

focus on emotion, not features

you can't easily explain why it's that expensive so brands sell how it feels, not what it does

less information, more implication

too much explaining makes it feel ordinary, holding back makes it feel more special

no urgency or heavy discounts

rushing or discounting lowers perceived value, luxury needs to feel stable and "worth it" over time

Lower price (affordable)

fast, clear branding

people don't want to overthink cheaper purchases so brands help them decide quickly

focus on value + benefits

people are comparing options so brands clearly show what you're getting

more information upfront

reduces doubt and builds trust, makes the decision easier

uses urgency + offers

pushes quicker decisions, works because the risk is low. also creates fomo

Its 100x easier to blow up an affordable brand on socials over a luxury brand

because going viral usually requires:

- being relatable
- being funny
- being frequent
- being a bit chaotic

Luxury brands can't fully do that without losing the feeling of exclusivity

**aesthetic-first content | still human but not “bestie” vibes | talk about process, materials, inspiration, BTS
| less posting | selling a lifestyle**

Matching your design to the target customer

HIGH DISPOSABLE INCOME VS LOWER DISPOSABLE INCOME

Your luxury customer

HOW THEY SHOP

more in-person, experience-led

→ stores feel like a space, not just a shop

→ offered drinks, time, attention (they love attention)

slower decisions

→ they'll browse, leave, come back

→ not rushing to buy

less frequent, higher value purchases

→ buying fewer things, but spending more on each

less price-sensitive

→ not comparing 10 options

→ more focused on "do I want this?"



WHAT THEY'RE LOOKING FOR

- something that feels different / elevated
- a sense of exclusivity (not something everyone has)
- quality, detail, craftsmanship
- how it reflects their identity (their reputation is important)

Your luxury customer

AND WHAT DESIGN THEY'RE ATTRACTED TOO

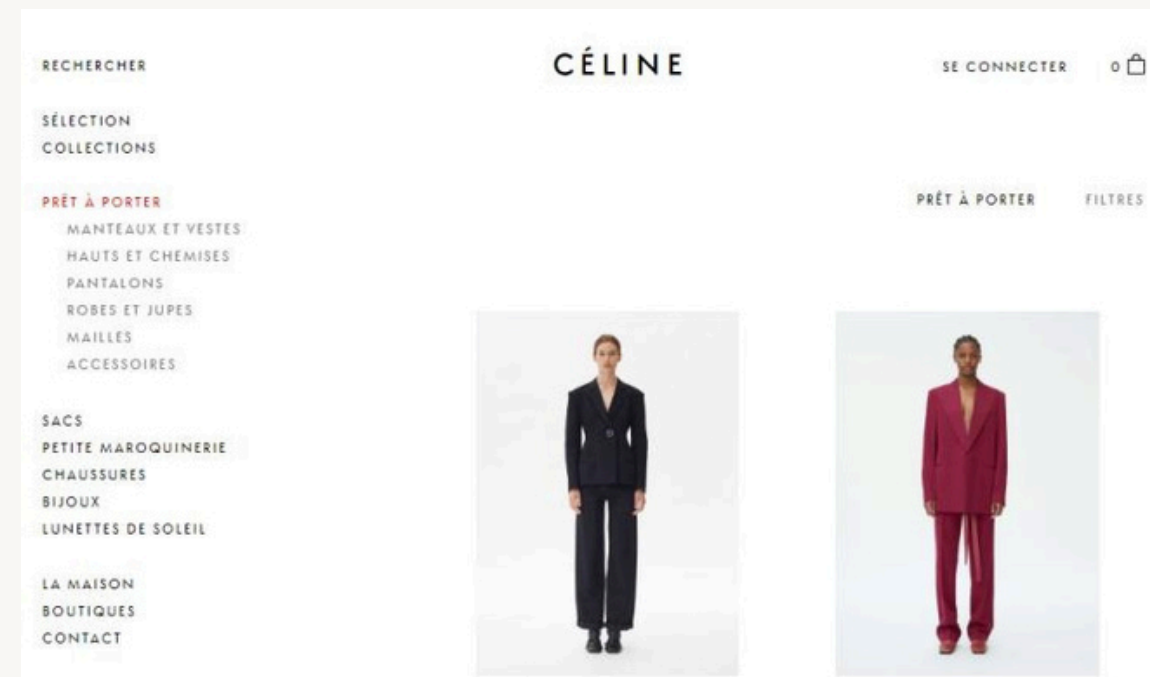
1. minimal, calm layouts

matches their slower shopping style

brands like Hermès or The Row do this a lot
what you'll notice:

- one product at a time
- loads of space
- barely any text

feels like you're browsing slowly, not shopping fast



Your luxury customer

AND WHAT DESIGN THEY'RE ATTRACTED TOO

2. high-end imagery (editorial, styled)

→ feels aspirational, not everyday

brands like Chanel and Dior

what's going on:

- models look serious, not smiling
- lighting is dramatic / controlled
- doesn't feel like "real life"

it's less "this is how you'll wear it" more "this is the world of the brand"



Your luxury customer

AND WHAT DESIGN THEY'RE ATTRACTED TOO

3. subtle details

→ they notice small things

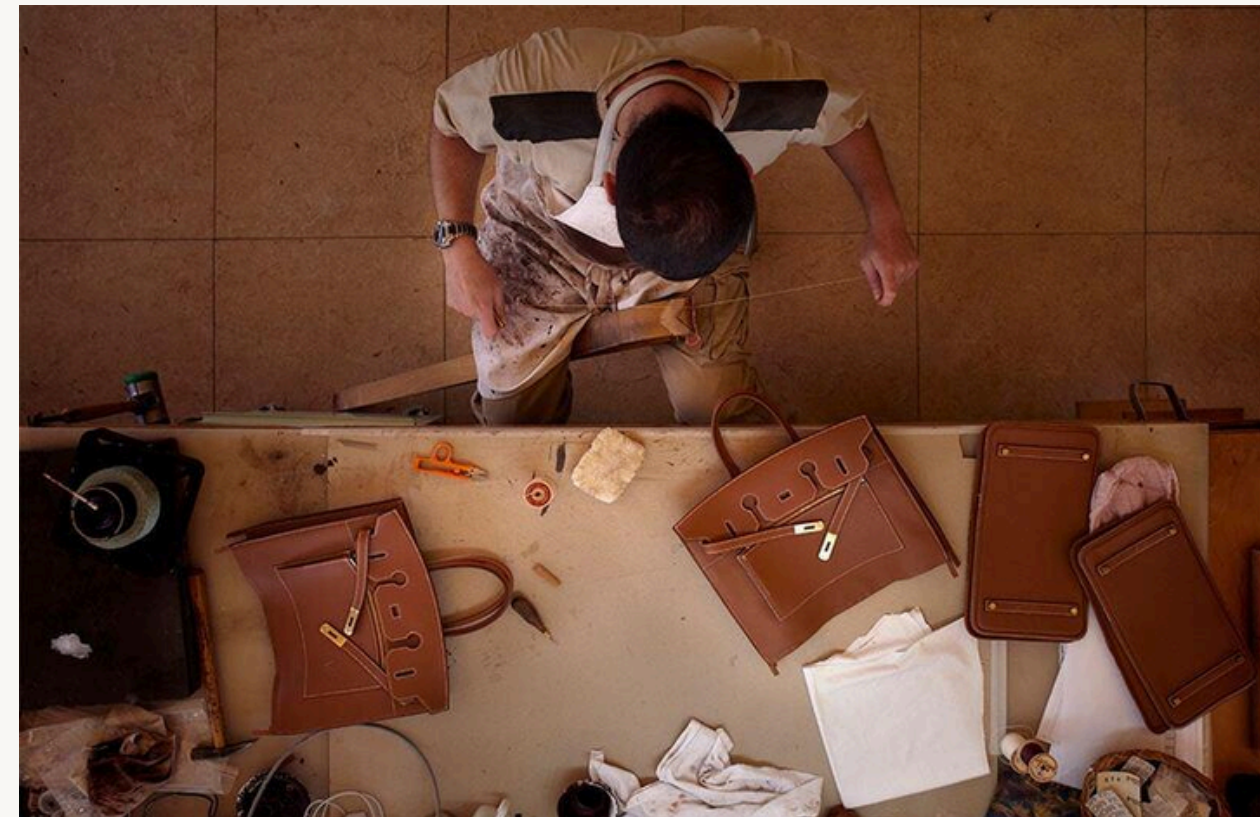
brands like Bottega Veneta or Hermès
what you see:

- close-ups of stitching, textures
- very small logos or none at all
- materials doing the talking

luxury customers look for:

- quality
- craftsmanship
- detail

(and brands show that visually instead of saying it)



Your luxury customer

AND WHAT DESIGN THEY'RE ATTRACTED TOO

4. less information, more feeling

→ they don't need everything explained

you'll notice:

- barely any copy
- sometimes just a name or logo
- no features, no selling points

this is intentional because:

- explaining too much = feels mass
- holding back = feels premium

you're meant to feel it, not analyse it



Your luxury customer

AND WHAT DESIGN THEY'RE ATTRACTED TOO

5. premium environments (stores + experience)

→ everything feels considered

brands like Aesop and Hermès

what stands out:

- lots of space in-store
- materials like marble, wood, brass
- calm, quiet atmosphere

some stores even include things like:

- seating areas
- drinks (tea, coffee, champagne)

it feels more like an experience than a transaction
(and luxury customers expect that)



Your affordable customer

HOW THEY SHOP

more online, convenience-led
→ quick scrolling, quick decisions

faster buying behaviour
→ less time spent thinking

more frequent, lower value purchases
→ buying more often, spending less each time

more price-aware
→ comparing options, looking for deals



WHAT THEY'RE LOOKING FOR

- good value for money
- something that looks good and makes sense (trendy)
- ease and convenience
- reassurance they're making a smart choice

not: "is this rare or exclusive?"

Your affordable customer

AND WHAT DESIGN THEY'RE ATTRACTED TOO

1. clear, informative layouts

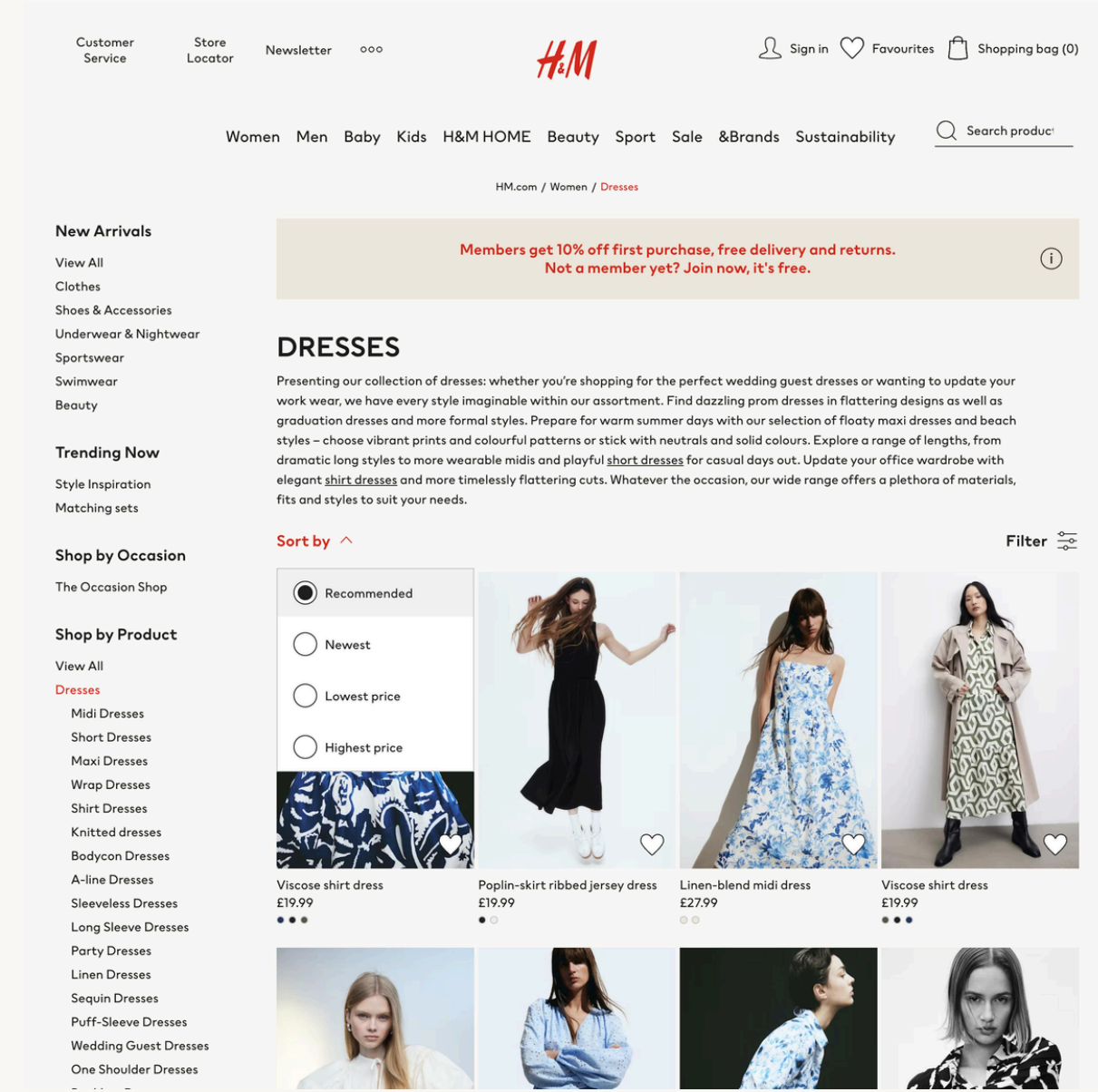
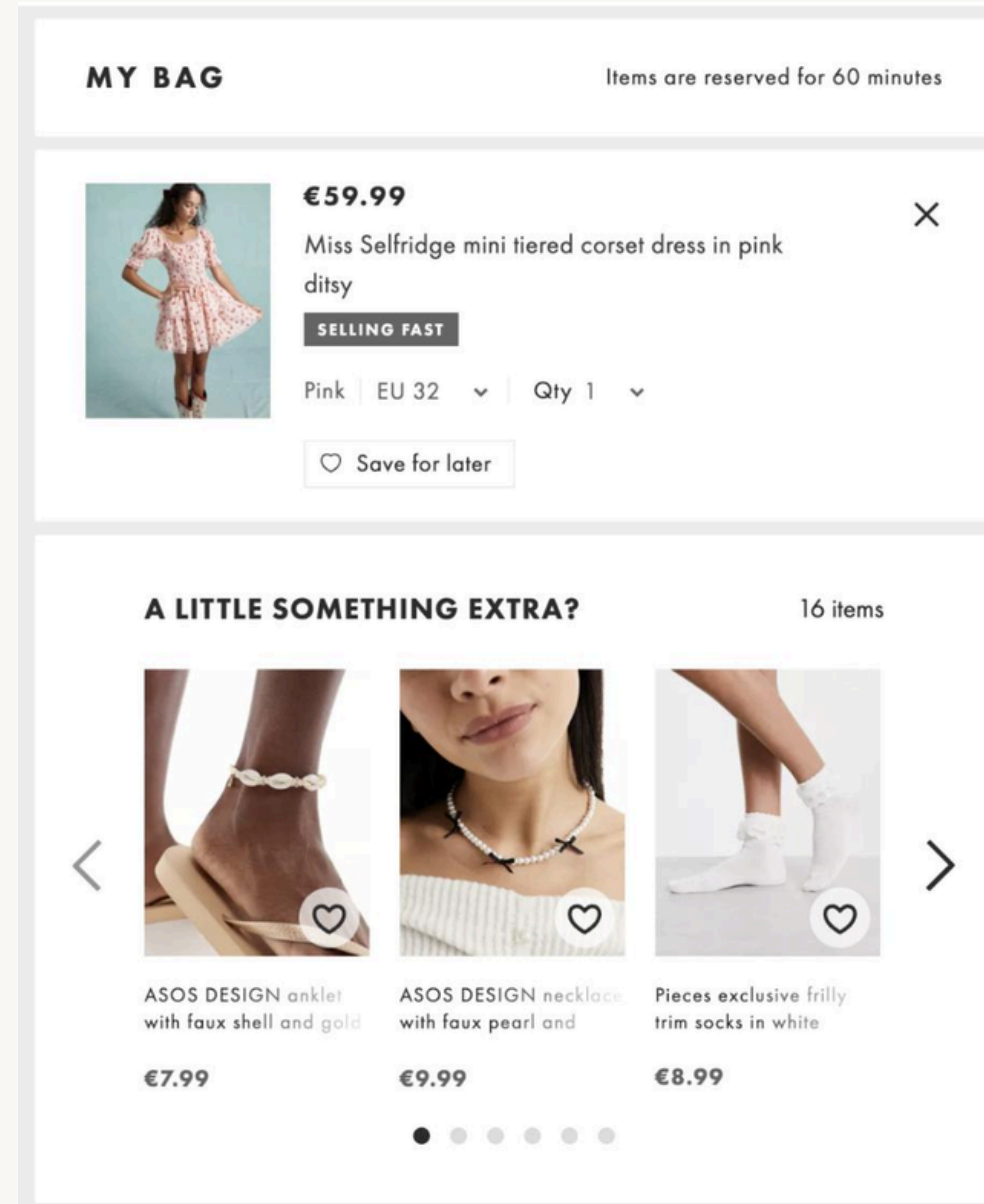
→ helps them decide quickly

brands like Amazon, ASOS, IKEA

what you'll notice:

- lots of info in one place
- price, reviews, options all visible
- multiple products shown together

you don't have to think much
everything you need is right there



Your affordable customer

AND WHAT DESIGN THEY'RE ATTRACTED TOO

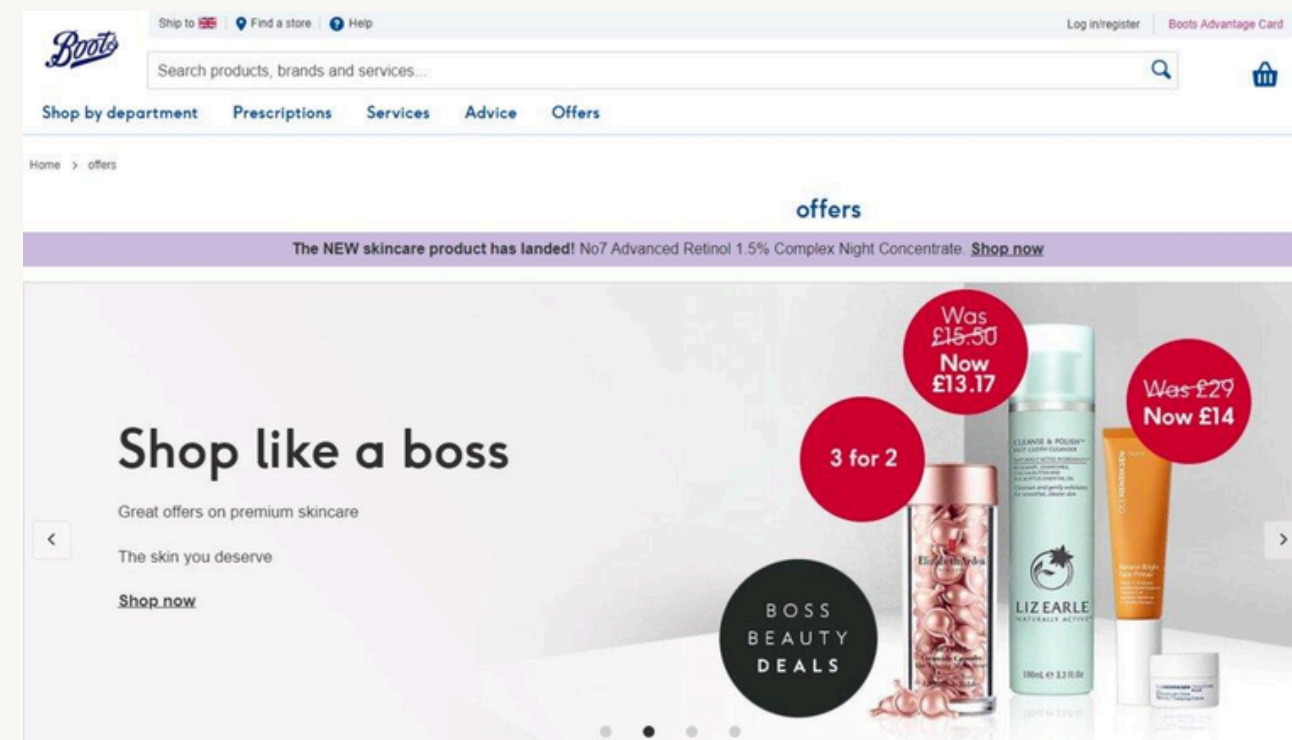
2. visible pricing + offers

→ builds trust and value

brands like Boots, Tesco, New Look
what's happening:

- prices are front and centre
- bright colours highlight deals
- discounts feel obvious and immediate

answers "is this worth it?" instantly



Your affordable customer

AND WHAT DESIGN THEY'RE ATTRACTED TOO

3. relatable imagery

→ feels like real life, not aspirational fantasy

brands like Marks & Spencer, Target, Uniqlo
what you'll see:

- normal settings (homes, streets, daily life)
- people smiling, moving, interacting
- clothes/products styled simply

feels like:

“this fits into my life”



Your affordable customer

AND WHAT DESIGN THEY'RE ATTRACTED TOO

4. bold, easy-to-read design

→ no effort needed to understand

brands like IKEA, McDonald's, Sports Direct

what's going on:

- big, obvious text
- strong colour contrast
- nothing subtle

you get it in seconds



Your affordable customer

AND WHAT DESIGN THEY'RE ATTRACTED TOO

5. fast, smooth experience (especially online)

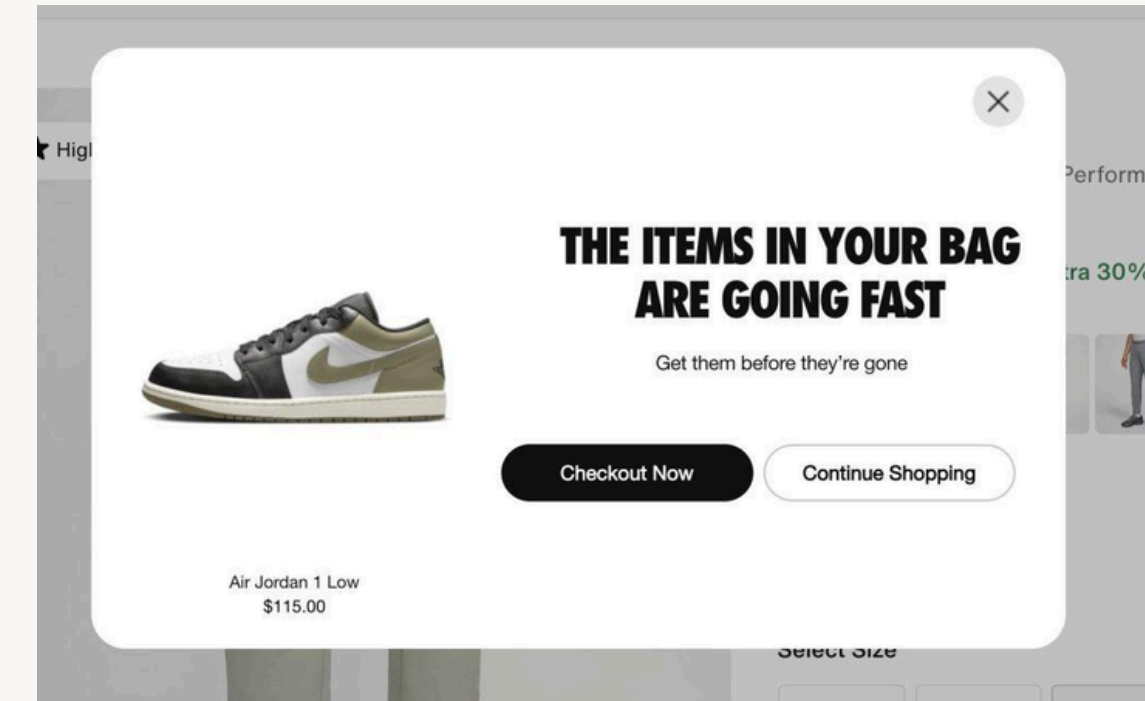
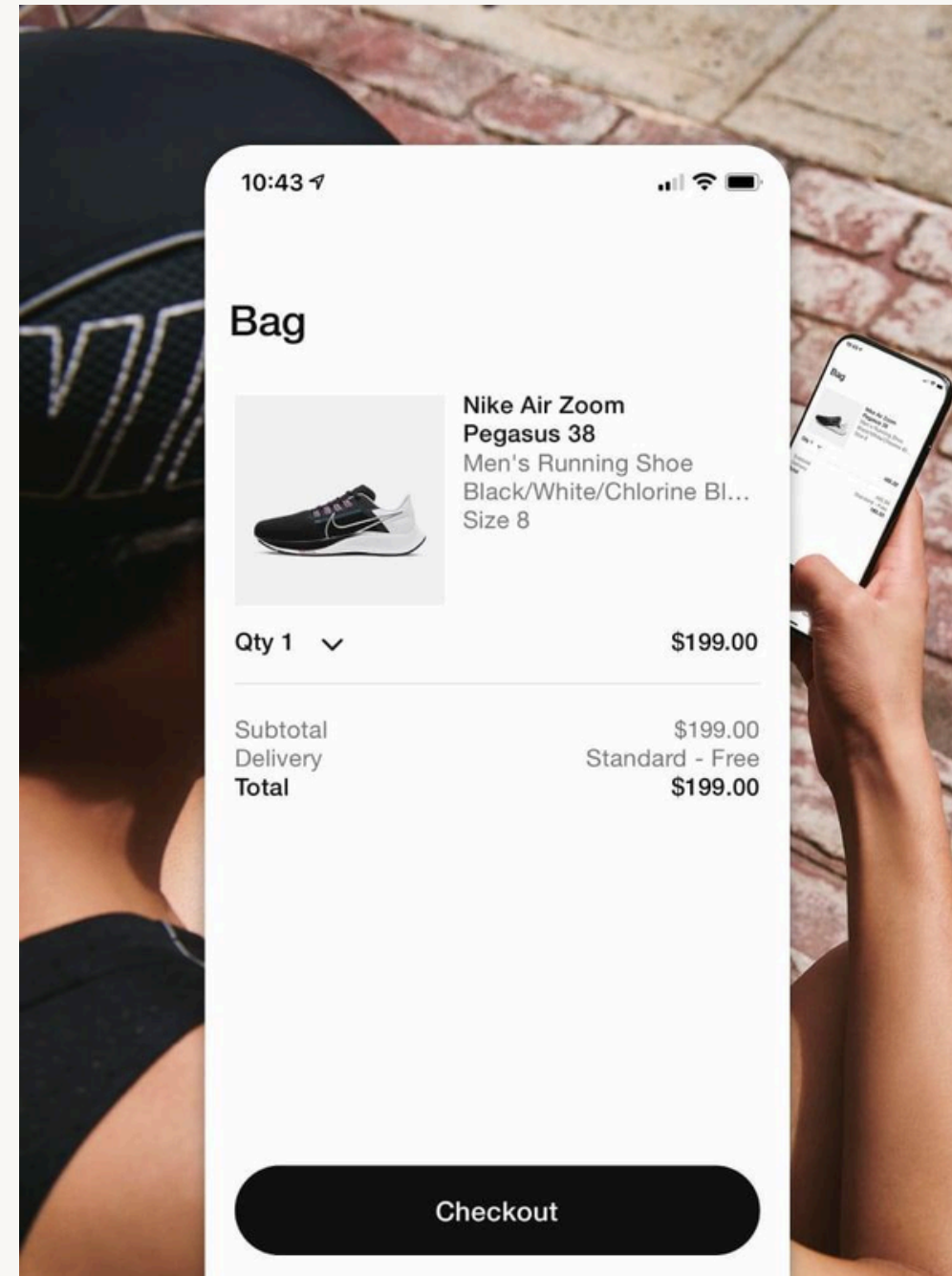
→ no friction, no confusion

brands like Amazon, Nike

what you'll notice:

- quick add to bag
- saved details
- filters + sorting everywhere

removes effort → speeds up buying



luxury design slows you down so the product feels more valuable
affordable design is built for real life, quick, clear, easy decisions

YOUR PLAYBOOK PRACTICE

Take 10–15 minutes to answer these:

1. Spot your style: Look at your brand (or last 3 posts)

Does it feel more:

- Luxury
- Affordable
- A mix of both

2. Check your tone: Read your captions or copy

Do you sound more:

- Calm, minimal, slightly distant
- Or friendly, clear, and direct

3. Look at your design: Is your design:

- Slower, minimal, more “aesthetic”
- Or busier, clearer, more informative

4. Does it match?

Do your design + tone + content all feel like the same type of brand?

Or are you mixing signals (e.g. luxury visuals but discount messaging)

5. One quick thought

What’s one thing that feels slightly “off”?





Turn the Paige

AND FOLLOW THE PLAYBOOK

NEXT UP: LAUNCHING A BRAND INTO THE REAL WORLD