# The evolution of luxury fashion: from quiet elegance to loud extravagance



Recent years have witnessed a notable shift in the fashion landscape, particularly within the luxury sector, as trends oscillate between minimalism and maximalism. The concept of ‘quiet luxury’, which has gained traction through brands such as The Row and Hermès, embodies an understated elegance that has won favour among celebrities, including Jennifer Lawrence and Megan Markle. This trend has largely been established in popular culture through television shows, notably HBO’s ‘Succession', which showcased characters adorned in subtle, unbranded attire from high-end European names like Loro Piana and Bruno Cucinelli.

Conversely, HBO’s ‘The White Lotus’ marks a significant pivot towards what has been termed ‘loud luxury’. This concept is characterised by bold brand placements and extravagant fashion choices, as exemplified by the show’s characters who flaunt statement pieces such as oversized Rolex watches and vibrant Valentino dresses. The visual impact of this series, often referred to as “immersive vacation porn,” represents an aesthetic that contrasts distinctly with the understated trend of ‘quiet luxury’.

The emergence of loud luxury has triggered a surge in interest across various luxury fashion and travel brands. According to brand tracking platform Tracksuit, this trend isn't merely a fleeting moment; it is reshaping consumer behaviour and engagement with luxury brands. Matt Herbert, CEO and co-founder of Tracksuit, discussed the cultural implications of this shift, indicating that shows like ‘Succession’, ‘The White Lotus’, and even the recent cultural phenomenon ‘Barbie’ have transitioned from mere entertainment to significant influencers of consumer desires and aesthetic preferences.

Herbert highlighted how platforms such as Reddit and TikTok have transformed the viewing experience into an interactive community, where fans actively engage in discussions about fashion and product placements featured in these series. This interaction leads to heightened brand visibility and interest, as viewers consume and then build upon the content presented to them.

The impact of ‘The White Lotus’ extends into the luxury travel sector as well. Following the release of its second season, various luxury accommodations, particularly those featured in the show, have reported significant spikes in webpage visits and booking inquiries. Notably, the Four Seasons resort in Maui experienced a staggering 425% increase in website traffic after the show's inception, while interest in its Sicily property grew by 193%. Similar trends have been noticed by Tripadvisor, with a noteworthy increase in searches for luxurious destinations portrayed in the series.

Social media engagements related to the show have generated over 26 million impressions across platforms such as TikTok and Reddit, reflecting a growing enthusiasm for the aesthetics associated with both fashion and travel inspired by ‘The White Lotus’. The popularity of the brand ambassador Lisa Manobal, who plays a role in the series, has further amplified the visibility and desirability of featured luxury items.

Brands are now grasping the importance of strategic partnerships with entertainment properties. Herbert noted that it is crucial for marketers to focus on aligning these collaborations with their long-term brand strategies. He advises that brands should evaluate the cultural tone of the shows they are associating with, ensuring that the partnership resonates authentically with their broader corporate identity and goals. By doing so, brands can leverage cultural relevance to create sustained impact in the marketplace.

The current landscape paints a vivid picture of the interconnectedness between pop culture and luxury branding, as consumer behaviour adapits to the narratives presented in mainstream media. Such insights into the shifting dynamics of consumer preferences illuminate unique opportunities for brands to redefine their strategies in an ever-evolving luxury market.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.byrdie.com/quiet-luxury-defined-2023-8379638> - This article discusses the concept of 'quiet luxury' as a trend characterized by understated elegance, often seen in brands like Loro Piana, and its influence through pop culture, such as HBO's 'Succession'. It highlights how this trend has become a significant movement in fashion.
* <https://sanvt.com/blogs/journal/what-is-quiet-luxury-fashion> - SANVT's article further explores 'quiet luxury' as a timeless fashion phenomenon that emphasizes quality and sustainability, contrasting with flashy luxury. It also notes the role of 'Succession' in popularizing this trend.
* <https://www.instyle.com/what-is-quiet-luxury-8406743> - InStyle provides fashion guidance on 'quiet luxury', showcasing the trend's focus on logo-free, high-quality, and classic pieces. It underscores how celebrities and style icons influence this trend.
* <https://www.tatlerasia.com/style/fashion/ams-quiet-luxury-trend> - Tatler Asia's article offers insights from style icons on 'quiet luxury', emphasizing confidence and discernment through timeless pieces from brands like The Row and Loro Piana. It highlights how this trend reflects a shift away from ostentatious displays.
* <https://www.fastcompany.com/90967767/quiet-luxury-isnt-just-a-trend-its-a-clever-business-model> - Fast Company discusses 'quiet luxury' as a sustainable business model, highlighting its focus on quality and customer needs. It notes the economic factors contributing to its rise, including the post-pandemic focus on lasting, high-quality goods.