



Investigating the Consumer Purchase Motivation of Quiet Luxury Brand

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Abstract: This article uses a single case qualitative research method to focus on the typical representative quiet luxury brand Loro Piana. It analyzes and explores how the quiet luxury brand meets consumers' needs under the rise of non conspicuous consumption motivation, that is, the underlying consumption motivation for consumers to choose the quiet luxury brand. Research found that the social elite choose quiet luxury over loud luxury goods because it meets consumers' demand for rational consumption and anti show off. In addition, top materials, body priority, and design aesthetics are also important driving factors. The article theoretically reveals the consumer purchasing motivation of quiet luxury style, and has good practical reference for brands to understand the niche market of quiet luxury, capture the underlying needs of consumers, and effectively design corresponding marketing strategies.

Keywords: Quiet luxury; Consumer purchasing motivation; Non conspicuous consumption; Loro Piana.

1. INTRODUCTION

Quiet Luxury is an important trend that has swept the global fashion industry in recent years. Its core lies in conveying a low-key sense of luxury through top-notch fabrics, exquisite craftsmanship, and minimalist design, abandoning eye-catching logos and exaggerated elements. The core of the quiet luxury style lies in the restrained beauty, relaxed beauty, and natural beauty. It does not pursue dazzling colors and eye-catching logos, but reflects a sense of luxury through fabric texture and cutting details. It is not only an aesthetic choice, but also reflects the changes in deep social psychology and economic environment. The popularity of the quiet luxury style can be traced back to the hit of the American TV series 'Succession', which showcased the low-key yet luxurious dressing styles of billionaires. The character Kendall Roy in the drama often wears clothing from brands such as Loro Piana, highlighting his 'old money style' status, and these brands have become representatives of the quiet luxury style. In addition to promoting movies and TV shows, successful entrepreneurs in business also have a large number of elites who are loyal users of luxury goods. Zuckerberg's Brunello Cucinelli gray T-shirt and Steve Jobs' custom Issey Miyake high neck shirt both convey a kind of unproven confidence that can be brought by quiet luxury goods.

The quiet luxury trend is not just a trend in luxury consumption or a topic of discussion in the film and television industry, it has also achieved success in business. For example, Brunello Cucinelli, the representative of the luxury brand, achieved a sales growth of 12.2% in 2024, while Loro Piana's sales increased from 700 million euros in 2013 to nearly 2 billion euros in 2022. This strongly reflects the trend of consumers shifting from conspicuous consumption to value consumption in terms of market share and commercial value.

So why do consumers start pursuing luxury brands without symbols or logos? When the conspicuous consumption value of luxury goods is lacking, what is the underlying consumption motivation for consumers to purchase quiet luxury products? What is the value of luxury products driving consumer decision-making? Revealing the answers to these questions will help to understand a niche market in the luxury goods industry - quiet luxury goods. In theory, identifying the consumer motivations for this type of product, the influencing factors of motivation, and the impact on purchase intention will help brands understand the quiet luxury niche market, capture the underlying needs of consumers, and effectively design corresponding marketing strategies to achieve business success. This has strong practical reference significance.

2. LITERATURE REVIEW

2.1. Luxury Goods

The word 'Luxury' in English originates from the Latin word 'Luxus', meaning indulgence, excess, and the root of Luxus is Lux (light, brightness), symbolizing dazzling brilliance and extraordinary things. From the perspective of etymology, we can see that luxury goods themselves are a contradictory collection, both attractive and luminous things, and at the same time labeled as indulgence.

There is currently no precise definition in academia for what luxury goods are. In the traditional field of economics, the definition of luxury goods is related to pricing theories based on high prices of products and services (Huang et al., 2017). In addition to high prices, the famous American economist Wolfgang Ratzler wrote in his book 'Luxury Brings Wealth' that 'luxury is a way of life that is generally or partially considered luxurious by individual societies, mostly determined by products or services. Luxury is a type of consumer product that goes beyond the scope of people's survival and development needs and has unique, scarce, and rare characteristics' (Ratzler, 2003). It can be seen that luxury consumption behavior is far from simple economic exchange, but also carries complex social psychological motivations and cultural significance production. From the perspective of individual motivation, Zhang Huifen (2010) pointed out that consumers' purchase of luxury goods is essentially purchasing 'cultural capital and life philosophy', with material attributes taking a secondary place. This viewpoint is supported by neuroscience evidence: functional magnetic resonance imaging (fMRI) studies have shown that when subjects use luxury goods, the activation intensity of their brain reward circuits is significantly higher than that of ordinary goods, confirming the identity enhancing pleasure they bring.

Therefore, the formation of the luxury goods industry is based on the various values it brings to consumers, and there are multiple consumption motivations for purchasing luxury goods. One is the self reward mechanism. Luxury goods serve as the material embodiment of personal achievement, such as purchasing sports cars after being promoted by executives; The second is to seek group belonging through brand symbols, such as the Hermes Birkin bag being seen as a symbol of successful individuals; The third is investment preservation, for example, Chanel's frequent price increases and even rapid surge in value in the second-hand luxury goods market over the years have demonstrated strong investment value.

2.2. Quiet Luxury

Han et al. (2010) conducted a study on conspicuous and non conspicuous consumption, dividing luxury brands into 'loud luxury' and 'quiet luxury', and exploring how the salience of luxury brand logos affects consumers' choices of luxury goods. The study categorizes consumers into four types: aristocrats, nouveau riche, pretentious individuals, and proletarians. Aristocracy tends to choose quiet brands to connect with other aristocrats through horizontal signals; Nouveau riche and pretentious individuals prefer loud brands to showcase their social status. Research has found that high priced products from luxury brands often have less prominent brand logos, with aristocrats able to identify subtle brand cues, while other groups rely on prominent brand logos to infer the value of luxury goods.

Kooli's (2024) research found that the popularity of quiet luxury style among consumers is mainly based on its minimalist style. Research has found that the essence of the quiet luxury style is shaped by the appeal of minimalism. The aesthetics of minimalism are based on simple design (Wilson et al.), and at a deeper level, the minimalist concept of 'less is more' emphasizes timeless fashion items and excellent craftsmanship, representing having fewer items and reducing overconsumption (Pangarkar et al., 2021). This emphasis on quality and timeless design represents true luxury and is also linked to the vision of sustainable development of luxury goods.

Based on the research from different dimensions mentioned above, this article believes that the definition of quiet luxury style can be divided into two levels. Narrowly speaking, quiet luxury refers to non conspicuous luxury goods that pursue high-quality minimalist design. In a broad sense, quiet luxury goods can refer to any high-quality non conspicuous luxury item with classic, timeless, low-key luxury design, while also paying attention to sustainability issues.

2.3. Non Conspicuous Consumption

American economist Tosten Veblen pioneered the theoretical framework of "conspicuous consumption" in his classic work 'The Theory of the Idle Class' (1899), systematically explaining the

dynamic mechanism of social elites' identity representation through material consumption. He found that specific groups can publicly demonstrate their economic capital and social influence to society through visible consumption behavior. But luxury goods have been constantly redefined with development, giving rise to the concept of 'new luxury goods' (Taylor, Harrison & Kraus, 2009). This marks the beginning of luxury goods becoming affordable and gradually moving towards the mass market. Traditional luxury goods have lost their luster (Thomas, 2007). At this point, a new concept of non conspicuous consumption has become popular. Non conspicuous consumption refers to the behavior of consumers who tend to be low-key, rational, and avoid publicly displaying their wealth and status when purchasing and using luxury goods.

The reasons for the rise of non conspicuous consumption are multifaceted. Eckhardt, Belk and Wilson (2014) summarized it into three points, the signal power of traditional luxury goods is diluted, non conspicuous consumption can more subtly convey status, and there is a greater emphasis on exquisite design. Han, Nunes and Dreze (2010) argue that those at the top of the socioeconomic pyramid are less likely to show off their status to others. They not only enjoy non conspicuous consumption, but are also willing to pay a premium for it. The starting point of this behavior is related to the gradual weakening of the conspicuous consumption attributes of traditional luxury goods (Wu et al., 2017). In this context, an emerging luxury trend called "quiet luxury style" is gradually emerging in the global luxury goods market and has begun to attract widespread attention.

3. CASE STUDY

3.1. Methodology of Single Case Study Method

This article adopts a single case study method for the following reasons: Firstly, the purpose of this article is to explore the key factors for the success of emerging luxury brands in the market under the emergence of non conspicuous consumption trends. What are their main characteristics, and what kind of new emerging consumer needs are they meeting? Why does it exhibit a quiet characteristic, contrary to the traditional ostentatious motivation and loud demand. Therefore, research involves revealing the process mechanisms of 'how' and 'why', and for such research needs, a more in-depth focus on single cases is more suitable. Secondly, the exploratory and novel nature of the research question, the dynamic nature of the research context, and the representativeness of the case objects make single case studies more appropriate. Thirdly, the study will select the case of Loro Piana, who rose to fame overnight due to her appearance in the TV series 'The War of Inheritance' and became known to ordinary people. As the ultimate representative and typicality of luxury goods, Loro Piana has become an effective method for studying Loro Piana through single case research and single point penetration. Based on the above, this article will apply a single case study method to explore the purchasing motivation of consumers of luxury brands, which is also a key factor for the success of luxury brands.

3.2. Case Introduction

Loro Piana was founded by its founder Pietro Loro Piana in the small town of Quarona in northern Italy in 1924. The brand's predecessor was a wool merchant family in the early 19th century, from 1920 to 1940, starting as a wool supplier and providing fabrics for European haute couture brands. From 1970s-1990s, the sixth generation heirs Sergio and Pier Luigi transformed into luxury brands, launching ready to wear collections and expanding stores globally. After six generations of operation, in 2013, they were acquired by LVMH Group for 2 billion euros, with 80% of the shares held by the family. After being acquired by LVMH, globalization accelerated and revenue increased from 700 million euros in 2013 to 2.5 billion euros in 2025, becoming the third largest brand in LVMH's fashion division. The core selling point of the brand is its focus on the research and production of top-quality natural fibers (cashmere, camel hair). Its product line includes men's and women's clothing, children's clothing, home accessories, and customized interiors for yachts/private jets. It specializes in cashmere sweaters, high waisted jeans, and canvas handbags, and is known as the representative of 'Quiet Luxury' - inconspicuous logos, defining luxury with fabric texture and craftsmanship.

4. LORO PIANA CASE ANALYSIS

4.1. Consumer Rationality and Anti Show Off

Firstly, during periods of economic downturn or uncertainty, consumers begin to rationalize and exhibit an anti show mentality. They abandon flashy logos and turn to reassuring consumption. The Loro Piana

brand advocates a philosophy of non conspicuous consumption, non symbol numbers, and anti logo, which can also be said to be a consumption rationality. The brand provides consumers with more excellent materials and top-notch fabrics, and its most typical feature is its lack of identification. Compared to loud luxury goods, it completely removes prominent brand logos and only conveys value through fabric texture and cutting details, rather than relying on visual symbols such as huge logos. For example, their classic jackets and knitted sweaters can be recognized by experts solely based on the luster and drape of cashmere, which conforms to the aesthetic logic of "hidden connoisseurs".

Secondly, Loro Piana presents a spirit of old-fashioned money and anti trend. The brand refuses to pursue short-term trends and focuses on timeless classics. Its design inspiration comes from traditional aristocratic sports such as sailing and horseback riding, emphasizing the consumer rationality of "wearing for oneself rather than others". This is also the main viewpoint of non conspicuous consumption or rational consumption, that is, consuming luxury goods is for personal enjoyment, not for personal enjoyment.

Thirdly, Loro Piana also used a subtle and reserved approach to express a unique exclusivity within the circle. Brands do not need to be high-profile, as they are only understood by the target audience, forming an exclusivity of 'no entry unless requested'. Just like its brand slogan, 'Money talks, wealth whispers', value can only be recognized by peers, once again demonstrating that the underlying demand of Loro Piana's customer base is a rational anti show consumption.

4.2. Premium Material

Loro Piana uses top-quality natural materials, including rare fabrics such as cashmere, camel hair, and silk. The diameter of the camel hair fiber is only 12.5 microns, and a coat requires 35 pieces of camel hair. The price of a single piece can reach 200000 RMB, and it is known as the "divine fiber". In addition, Loro Piana's products are very durable, emphasizing the quality of a piece that can be worn for ten years. Through craftsmanship, it ensures that cashmere is resistant to pilling and deformation, which confirms the long-term consumption concept.

Loro Piana has also maintained long-term innovation in product functionality. The Storm system technology developed by it can make cashmere waterproof, and although Windmate jackets can prevent wind, they also have good breathability.

4.3. Physical priority

Loro Piana highly respects consumers' bodies and believes that prioritizing the body is essential. Firstly, it initiated a tactile revolution. The touch of its small mountain cashmere, resembling baby skin, and the lightness of its camel hair, like clouds, redefine the standard of luxury. The Cocooning series is based on the concept of 'wearing is more comfortable than not wearing', using Aircash cashmere yarn and Cashmere fleece to ensure that clothing fits like a second layer of skin. The linen suit worn by Queen Meghan during her visit uses special craftsmanship to eliminate the roughness of the linen material, achieving a "coexistence of elegance and comfort", and realizing the ultimate care and respect that luxury goods give to the body itself.

Secondly, the brand also utilizes ergonomic tailoring and introduces dynamically adaptable pattern structures, creating clothing designed for aristocratic sports such as equestrianism and sailing that also has a flowing feel, achieving absolute comfort in motion. Such as shoulder down sweaters and elastic wool jumpsuits, they are designed based on human movement trajectories to avoid a sense of restraint.

In addition, the brand also achieves care for the body through structural subtraction. Loro Piana abandons decorative stitching and rivets, and highlights the flowing texture of the fabric with a full cut. For example, the 2024 autumn/winter collection of 'Yadan style' coats rely solely on layering and natural sagging to shape their contours.

4.4. Design Aesthetics

Loro Piana products showcase excellent design aesthetics. Firstly, Loro Piana extensively employs a naturalistic color system, using natural colors such as white, brown, and camel as the base tone, complemented by low saturation coral powder and navy blue, to create a timeless visual atmosphere. These natural color spectrum materials are basically taken from nature, such as sand and white symbolizing extreme purity, camel brown echoing the desert, and rock gray metaphorically representing

the Yadan landform. It conveys the humble value of ‘man-made is inferior to nature’ through the original color of the fabric, and also creates a low-key and steady temperament that is not flashy.

Moreover, the decoration materials and elements of its brand stores are mostly natural materials from nature, creating a naturalistic style. The store uses natural oak, Lafite grass walls, and handmade carpets as elements to create a tactile space that echoes the product philosophy.

Thirdly, Loro Piana's craftsmanship details are very subtle and understated. For example, its buttons are polished with highland cow horns, the lining is reinforced with sea island cotton, and the stitching density is precise to 8 stitches per centimeter. These details are not visible from the appearance and can only be perceived by the wearer, creating a private luxury.

Based on the above analysis, we can see that Loro Piana, as a top Italian luxury brand, has formed a unique value system in terms of consumer rationality, material pursuit, wearing experience, and design aesthetics. During the economic downturn, it redefined the essence of luxury and provided us with a new paradigm of rational luxury.

The implementation of this new paradigm is achieved through several dimensions, including anti symbolization, the use of extreme fabrics, respect for the body itself, and advocacy of extreme aesthetic design. In terms of consumer rationality, that is, anti symbolization, it has insight into True luxury whispers, never shoes. In terms of materials, it replaces logos with material texture, fully returning to the comfort of consumers' bodies, using excellent tactile management, re respecting the body itself, and providing comfort and luxury. Finally, in terms of aesthetic design, natural colors and hidden details are used to bring aesthetics back to a sense of privacy.

5. CONCLUSION

This article uses a single case study method to focus on the rapidly emerging new darling of the luxury goods industry, the quiet luxury trend. It selects the top Italian quiet luxury style brand Loro Piana as the research object, explores its key success factors, and analyzes the underlying consumption motivations of consumers pursuing the "quiet luxury style" brand.

Case analysis studies have found that the core of Loro Piana's brand success lies in providing consumers with diversified values, including four dimensions: consumer rationality, top-notch materials, body first, and design aesthetics, showcasing Loro Piana's core value system. Loro Piana provides consumers with an unsigned and intimate experience, using top-notch fabrics that are extremely comfortable, allowing consumers to enjoy their bodies to the fullest. The anti symbolic aesthetic design, mainly based on natural elements, removes vanity and restlessness, and ultimately attributes luxury to the body itself. As Loro Piana herself promotes, 'True nobility does not require declaration, only feeling'. This ultimate focus on material, body, and rationality makes it an unshakable spiritual totem in the trend of quiet luxury. For consumers, choosing a quiet luxury style is not only an invisible declaration of class identity, but also a smart investment seeking quality certainty in economic fluctuations.

Table 1. *The New Paradigm of Rational Quiet Luxury of Loro Piana*

Core Ideology	Specific Dimensions	Practical Strategies and Typical Cases	Essential Value
Consumer Rationality	De-Symbolized Design	No logo identification, relying on fabric texture (such as cashmere luster) to convey value	Low profile luxury, serving as a 'hidden connoisseur'
	Old Money Spirit	Focusing on timeless classics (Icons series), inspired by aristocratic sports such as sailing and horseback riding	Going against the trend, dressing for oneself rather than others
	Cultural Barriers within Circles	Poetic copywriting and private domain dissemination	Create cognitive barriers and strengthen exclusivity
Top Materials	Monopoly of Rare Raw Materials	Small cashmere (Inner Mongolia, 30 grams per sheep's lifetime) Llama (Peruvian protected area, 12 micron fiber) The Gift of King® (Ultra fine Merino wool)	Natural scarcity and exclusive purchasing rights
	Technology Empowers Craftsmanship	Storm System®(Wool Waterproof Technology) Regenera System®(Bioceramics promote microcirculation)	Breaking through the functional boundaries of natural materials

Physical Priority	Tactile Driven Design	Cocooning series: Aircash cashmere (140g/n), unstained Cashmere fleece	Wearing it is more comfortable than not wearing it
	Dynamic Adaptation Version	Tailored shoulder sweater and elastic jumpsuit designed according to human movement trajectory Waffle stitching keeps loose and elegant	A sense of flow with zero constraints
	Scene based Functional Integration	Into the Wild Outdoor Series: Graphene+Cashmere, Wind Resistance and Touch Coexistence	Redefine high-performance luxury
Design Aesthetics	Naturalistic Color	Unplored fleece (white/brown/camel)+low saturation coral powder/navy blue	A timeless sense of tranquility
	Hidden Craftsmanship Details	Highland horn button Island cotton lining 8 stitches/cm suture density	The sensory experience of 'private luxury'
	Classic Modern Balance	Solaro colonial military uniform fabric → biobased blend Narrow collar suit reshapes traditional tailoring	Contemporary evolution of historical genes
Brand Philosophy	The Essence of Luxury	Luxury is a private experience, comfort is top-notch dignity	True luxury whispers, never shouts

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