CHAPTER 1: INTRODUCTION

Preamble:-
As noted by François-Henri Pinault, one does not buy expensive premium goods to enter in a particular society, but to set oneself apart or distinct from the others.

Executive Summary
The word luxury has its roots from Latin word “luxuria” which means extravagance & opulence.
It evokes different feelings such as superior quality, grandeur, expensive, elegance, and exclusivity & bespoke.
HNIs are those individuals with disposable possessions of 10 lacs US dollars and excluding the main house, consumables, collectibles & consumer durables.
Ultra high net worth individuals” or "UHNIs" are people by disposable possessions of US$30 million or additional apart from one’s main house. As per the wealth report 2013, India boasts of 7850 UHNI’s out of which 1250 UHNI’s are women.
As per the world Wealth Report 2014, India had 153000 millionaires in 2012 & has now risen to 156000 in 2013, making it 16th populous super rich countries in the world.
While the Indian metro cities has witnesses the biggest growth , wherein Pune is leading with huge 68 % growth, Bombay at 59 %, Delhi by 50 % growth, Bangalore at 46 %, Hyderabad at 42 %, Chennai at 25 %, Ahmedabad by 18 % & Kolkata at 12 %. In general India witnessed a growth of 47 % growth in the HNI segment.
Multi-millionaires in India are 577 reside in Mumbai chasing behind Delhi (147), Kolkata 126, Hyderabad (114) and Bengaluru (97).
The luxury market, products, consumer’s, buying & spending habits are changing & evolving. Even, the Tier II cities have witnessed & splurge in shopping for luxury goods. More Indian’s are travelling abroad & there has been growth of 21 % growth in the overseas trip.
There has been till date very limited research with reference to the consumption of India’s luxury goods.
The researcher will give an insight into what constitutes luxury, paradigm shift in the old & new luxury, motivations of luxuries, consumer behaviour & future of India's luxury market.

Introduction:

The root word for luxury is Latin word ‘luxus’. Luxus relates to enjoyment, pleasure and surplus. The meaning is also related to that which is not required and not necessary. As per the Webster, situation of excess or great easiness and calm, to some extent in addition, it is pleasure or appeases something which is not urgent & need based. An understanding in something that provides happiness, comfort, satisfaction or flexibility. Our purpose of discussing ‘luxury’ goes beyond the considerations of the word and its origins. Defining and categorizing services and products that falls in the market segment of premium luxury goods.

The word “Luxury” is very personal, relative and idiosyncratic. Webster’s best explanation of luxury as it applies to luxury possessions is most likely “totalling to gratification & contentment however not essential. During the era of early 14th century, the word luxury was originally considered as a derogatory & denoting sinful indulgence. Luxury was used to convey class differentiation. Luxury is as old as civilization, in that it can be anything that is given high and exceptional regard from the regular ordinary things.

Customer’s, at the present time, comprise additional wealth superior & larger needs to scrutinize the expressive elevation an expansive selection of selection in commodities, and at this time are fewer guiltiness regarding splurging one’s wealth. (Silverstein & Fiske) 2003.

King Solomon son of David has mentioned in Bible regarding his possession of luxury palaces & luxuries enjoyed by the kings during those days. Large throne made of Ivory, Gold, cutlery consumed gold cutlery. As per chapter kings, Solomon wealth constituted of 23 tonnes of finest gold.

The beautiful tiara which belonged to the Swedish princess Kathrina Henckel von Donnersmarcks was valued at $ 12.76 million & was sold by Sotheby's sale of magnificent jewels.
**Conceptual Framework**

As noted by Silverstein, the customer wants value & significance for money which should be favourable.

Therefore, luxury & value both are different, as you pay premium prices for the luxury commodities, while value is how much is the product worth. While luxury goods are usually attractive as they are pleasant & charming & value goods provide functional purpose to the buyer.

The early research suggested that value brands appeal to a consumer’s responsiveness.

Yeung & Wyer, in 2005 suggested that hedonic brand facilitates brand extension. Further pleasure is generally accepted that a consumer may be delighted and emotional gratification through the consumption of goods.

Miyazaki 2005 suggested that price should be extensively high for a luxury goods.

As per Sirgy 2002, consumer’s buy products & brands to reflect their self-concept. Therefore, other’s opinion matter while influenced the decision of the market. In short, the reference social group influenced the purchase decision.

As noted by Reed 2002, there are different types of self-concept:

a) Actual Self Concept: wherein, how an individual perceives himself

b) Ideal Self Concept: wherein a person would like to perceives himself / herself by others

c) Social Self Concept: wherein a person presents him / herself to others

d) Ideal Self Concept: wherein how a person would like to present himself to others

A reference collection is a cluster of individuals, who are the captain of the ship, opinion makers in the society & significantly persuade a person decision & motivation.

Further, as noted by Fiske, customers are ready to pay towards the premium & extravagance goods.
Luxury goods purchased goods to enjoy the additional value or specific quality which are beyond the function of the product. For eg. Chopard 201 carat, Watches & Patek Philippe Watches

Kapferer noted that different type of luxury one that capitalize on heritage & another on storytelling.

Country of origin is important criterion while choosing a luxury brand. The country’s image becomes an influencing factor while purchasing of brand.

**Factors influencing to buy Luxury Brands**

Aspiration Buyer - Age group – 45 - 60

Old Paradigm

Status  Logo  Bling

*Figure 1 Factors influencing luxury purchase*
Factors influencing the new luxury Novuea Riche buyer’s to buy luxury

Acquirer Buyer  Age group 25 - 45

Experience

Pleasure

Self Gratification

Figure 2 Factors influencing new luxury buyers
Designed by: Author

Objectives

To probe whether social, personal & social factors play significant role in influencing luxury consumption

To investigate the motivating factors determining the consumer intention to purchase luxury commodities

To develop a specific behavioural framework to help scholars, marketers analyse & explain the customer.

The Origin of Luxury
During the Greek era, luxurious living was an area of concern, & luxury was viewed to be detrimental, as it corrupts the individuals and the society. As desires were always unlimited, this further led to comparison, resentment, grudges, clashes & difference of opinion.

Greek Philosopher Plato saw the emergence of luxury as a threat to the social order & law, unless used in reasonable manner.

Romans regularized the women dress & possession of gold ornaments. The silverware & the foreign wine were banned. Luxury was observed more as greed, which reflects as private self-indulgence.

By 17th century, Asians manufacturers could produce their own goods & ornaments. The Victorian were passionate about luxury goods. Their spending habits were always in discussion throughout the 19th century.

As noted by Khanna, luxury has moved on from its traditional definition of owning a materialistic possession to the new meaning of extravagance, self-pleasure & experience.

The accelerating part of economic & social change is changing the Indian luxury (Economic Times report 2008).

According to O & M, India & China both contributes largely in global luxury market. In his book Wealth of Nations, Adam Smith was favourable to luxury & trade in provided the rationale for luxury as a medium of wealth.

By the 16th century, sugar was considered luxury. In the 17th century it was pepper. Luxury has been the marker of social distinction since the dawn of civilization. With the prosperity of a consumer society, luxury’s significance as a social marker has also risen. The perception of luxury for the Romans was one of rebellious power of strength and desire, as is observed by Christopher Berry. Initially Romans harboured reservations about luxury and it was only with the conquest of places where luxury was valued, like Greece, that cultivation as well as self-indulgence became a part of Roman life. As noted by Berry(1994),Luxuries ‘are a type of products that has been there since long ago, where extravagance such as silks clothes were inspired for
mark of distinction, social respect and pleasure. By the 17th century, due to the increase in trade, attitudes about luxury began to gradually change. Luxury rules monarchs and aristocrats as their sign of personal power this has been the traditional idea of luxury.

The pioneering democracy of the world, Athens, was also the first society dealing with management of luxury goods. The wealth controlled by the elites was made to get channelized for public and social cause. After the success of this, the efforts to specify standard terms for luxury failed. For instance, instructions around what food to buy gave rise to social unrest. Possession of luxury products has been considered a privilege in society for a long time. Application of the word ‘luxury’ was possible only for services and products that were rare, scarce and were in limited supply.

However, since then, over a period of time luxury goods market has changed significantly. There been progress, evolved & grown & have been reasonably priced for the new noveaue rich consumers, which is known as “Affordable Luxury or Bridge to Luxury. Therefore, a new concept has been coined which is known as “Masstige”.

As observed by Silverstein and Fiske are of the opinion regarding the splurge in the extravagance buying are motivated due to windfall gains in trading, personality, attitude & lifestyle factors.( 2001)

Twitchell (2003) was of the opinion that luxuries are the things you possess, which you shouldn’t have. The varieties of products such as premium vehicles, gourmet food, wines & jewellery. In 1999 economist & socialist Frank noted that the use of residence & premium vehicles were some of the rising new luxury that is being purchases by the new luxury shopper.

As per (Hauck & Stanforth, 2007) observed that tradition &culture also influenced an individual’s perceptions. In this regard, it is important to compare different individual’s behaviour towards purchasing of luxury brand products.

As noted by Anurit 1999 an individual's choice & preference is dependent on culture which plays an significant function in buying of luxury goods.
Human being inclination could be dependent on aspiration as well as disinclination, which are due to their knowledge & understanding whilst buying luxury items from individual’s personal contentment and pleasure.

Consumer behaviour includes why, when & how people buy the product. It combines study of social anthropology & economics. The buyer pattern is extremely subjective by the demography and family arrangement, desires, sentiments, values & individuality, group influences, information, processing & decision making. Individual conduct towards shopping for luxury commodities is dependent on different period of time. For eg Teenage would prefer smart phone with music option compared to elderly person. The shopping activities will differ according to the target audience. Different age groups may have their own individual opinion for luxury items. Social economist Stanforth & Hauck 2007 Older age groups may have different views for luxury products in contrast to present adolescents, owing to the outcome of the latest smart digital know-how which the preceding age group which didn’t had the privilege of owning a smart handset.

Consumer purchases are strongly subjective by social behaviour of the society, psychological & personal characteristics According to Kapferer (2000), Luxury cars tend to be socially consumed. People usually take the opinion in their peer group. As observed by Time Magazine 1999, well-heeled clients procure goods beside’s the features such as luxury vehicle’s elevated performance, superiority and mechanical characteristic, besides that quality, to describe i.e. outward signal in the vehicle which commands and display one’s prosperity and position in the society.

Author Husband 2006 pg 106 define opulence style labelled products which is highly trendy and elevated advantage customer commodities which are manufactured by distinguished & well known luxury brand name (There are a couple of objective reasons that determine wealthy people to admire luxury and their willingness to pay more money for well-known brands. The first reason from many other is the desire, inclination & yearning to been seen, to own a product, to be a member of some expensive exclusive private-club. Status, ranking or position in society is another reason. Abraham Maslow has mentioned in his hierarchy theory that status has been
considered in great importance. Indulging oneself with play thing that is expensive is a tendency harboured by a lot of people. From childhood, boys wish to possess and play with costly machines. Some realize this in reality and own personal aircrafts such as Sigma classic, helicopters, Cessna jets, luxury boats and luxury yachts. These are not bought for functional purposes but for sheer pleasure alone. These are all well-known moments and often known travel in style.

What exists beyond the function is symbolic. This is distinctiveness that the brand bestows on the owner of the consumer goods.

Gifts convey the message that consumer is at a higher standing socially than the rest of the society and this has become a purpose of gifts. As per the Forbes Magazine, India has the greatest number of millionaires.

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Today, we have 156000 millionaires in 2013 as compared to 153000 millionaires in 2012.

The Indian luxury market is presently marked at $4.37 billion and will cross $14.72 billion by the year 2015, as estimated by the global consultant A.T. Kearney & Co.

There are approximately 9 million customers for luxury goods in India with a yearly revenue of Rs 50 lakh & beyond. The Indian luxury market has been growing at an annual rate of 25%.

There has been luxury councils like the Luxurion world & The Mint Luxury conference, which have been initiated by the Hindustan Times group.

There has been growth in the premium luxury cars, luxury abode, designer luxury watch, private jets, luxury yachts, designer branded jewellery, leisure travelling, private jets, fine dine, gourmet food, wines, private banking, Bespoke apparel, designer destination weddings & indulgence in ownership of the cricket team eg IPL Teams, Indian Super League.

There has been spurt in the HNI’s, luxury malls, exposure to international brands, lifestyle, consumerism & the culture of splurge and pampering oneself. The Indian consumers are completely different from the west in their taste & style. They seek “Experiential & Symbolic from the product rather than other features. They are value sensitive, like to be pampered; well educated, bespoke Luxury buying conveys a sense of arrival, prestige, ego, status & a sense of belongingness in a particular reference group.

**Definition of Luxury**

Luxury has never been so easy to define. It is very subjective & differs with the individual, personality, gender, time & attitude. Someone’s luxury could be necessity for another. The word Luxury has its roots from the Latin word “luxus” which mean to indulge whose functionality to cost is small. As per the American dictionary luxury is...
not essential but is conducive to enjoyment & ease. Luxury is rare & difficult to obtain. In economic parlance “luxury is where the order of the goods exceeds more than proportionately as revenue grow, wherein the market requirement are not related to the level of income.”

Vigneron and Johnson, 1999 noted that Luxury is ‘condition of grand reassure and excessive living; not necessary but attractive item; a gratification obtained in owning the rare and exclusive items. It was Veblen in this theory of leisure class, who coined the luxury goods in the social economic context.

Luxury is synonymous with exclusivity, premium price; limited editions, functionality, craftsmanship, excellent service, branded, by invitation, high quality, uniqueness, innovation, bespoke & style.

Besides the product offered, the consumer get the hedonic benefits like admiration, reputation self-fulfilment & elevated sense of ego. It is also the extension of their individual personality, which signifies that “you belong to a particular group” & want to show case your identity, celebrate your triumph & achievements in life. It is usually to boast that you have arrived in life & therefore believes in celebrating your accomplishment.

Roux and Floch 1996, the beginning of the phrase luxury have its roots from the word “luxus” and “luxuria”. As per the dictionary, luxury is evaluated with lavishness, richness and rankness. Luxury should have a affirmative significance of grandeur to it. On the contrary, when words like excess & private are referred it is a negative.

Luxury is to be seen as a mode of existence, with reference to bliss, enjoyment, contentment & happiness of life fine things & not necessarily price (Roux 1996) restricted availability of goods and acknowledgment of value by the individuals.

Dubois, Laurent and Czellar (2001) projected an explanation of the description regarding the perception of luxury, and acknowledged few facet 1) an brilliant exceptional value, 2) elevated cost 3) paucity and exclusivity, 4) artistic taste  5) inherited gift & private narration/ story and 6) supercilious.
As observed by Kapferer (1997, p.253; as cited by Vigneron and Johnson 2004) brief luxury as mentioned below: It provides an additional enjoyment & gratification.

Prof Jean defines luxury which provides the extra pleasures & enjoyment by gratifying ones’ individual’s sensory senses.

![Diagram](image)

**Figure 3 Fulfillment vs Consumption**

**India’s Royal Opulence**

India’s relation with Luxury is not something new; it has been there since the British monarchy. It is said, ‘The world received Cartier and Cartier, in return, greeted the world’. Cartier owes a huge slice of its successful history to the Indian monarchs. The long-standing affair with India began in 1911, when Jacques Cartier, travelled here to explore all the riches of India.

In 1926, Bhupinder Singh Maharaja of Patiala had a successful arrangement with the Cartier, which was to be remounted in the Parisian style. The most historic of the
creations made has been a unique ceremonial necklace with the platinum covered with diamonds.

Osman Ali Khan (1886-1967) was one of the world’s richest men, Nizam of Hyderabad who used his jewellery collection’s most valuable treasure—the 185-carat Jacob diamond—as a paperweight.

The journey of the luxury Rolls Royce in India is rooted in stories of royal whims and passion. It was in 1908 when the Maharaja of Gwalior purchased a Rolls Royce during the Bombay Kolhapur Rally & soon then it became a “Social standing. The Patiala Maharaj boasted 38 cars & the Nizam of Hyderabad, was privileged to boasts of 50 Rolls Royce’s. The Maharaja of Baroda had plush interiors of the car plated with gold & silver. There has been a report that the company sold 900 cars in India during the era of 1911 & 1947. Luxury has generally recognized as substance of aspiration & obsession. There are two characteristic to luxury - the well-designed or the physical intrinsic worth of the matter of aspiration and the expressive merits or the sentiments that these items prompt us for purchase of goods. The motive that define luxury haven’t actually altered, what have altered with period are the merits & qualities of these objects. What was consider to be luxury a not many years ago, with time, has now become a inevitability at the moment and innovative latest things of aspiration have substitute earlier ones.

Traditionally, India has always been understood as glamorous & colourful country, which has had prosperity and lavishness in abundance. India was the land of king ruled by Maharajas, Palaces, Empires and Kingdoms, a fortune house of gems & jewellery and for splendour, affluence and extravagance. Throughout that era, luxury was defined by the profusion and magnitude.

Luxury is no alien to India. The maharajas and princes have led a life of richness & opulence. But to be lucky enough to have it in one’s heritage was the only way to be associated with it. The luxury passion & indulgence was then hunting and polo.

In late 1980s luxury brands made their way through to upper class homes. This happened by purchase of small items, symbolic objects and by gifts bought by family friends or relatives on their initial foreign trips. Luxury also took the place of reward
for achievement although aristocracy remained, along with royalty, the benchmark for elitism.

In 1990s significant changes took place with the Indian economy opening up to the world. More people started earning significant sums of money. This was in addition to the high economic growth that liberalization process brought.

The revolution of ITES/IT and mushrooming of the BPO industry gave birth to a new breed of wealthy Indian nationals. The economy was opening up, which created new opportunities for business. This resulted in a range of new and successful businesspersons of the first generation. They earned in millions and were spendthrifts too. Expensive smart phones became commodities to flaunt. Interestingly this new generation was not well versed in English language and adorned a rather simpler outlook.

Luxury has gone beyond being the preserve and privilege of the elite. Most big brands are available in India. The need to travel abroad for luxury good is a thing of the past.

All luxury brands are not recognized as equally luxurious, as researchers point out, even if a large number of them are perceived as luxurious. Subjectivity related to the idea of luxury makes it pretty hard to define.

If one is to look at key constituents of luxury goods, human involvement, recognition of value as perceived by others and a very limited supply will be indispensable ideas. For instance, a Bugatti and a Mercedes Benz are both are premium and luxury items to own. Yet one, Bugatti in this case, is considered more luxurious than the other one, Mercedes here. The perception of what is a luxury brand and what is not, as well as the magnitude of luxury and may be dependent on the situation, people concerned.

Today luxury is giving the super-rich, wonderful memorable experiences & pampering their egos. A luxury brand is all about image; the product doesn’t matter as much as its brand does. It is about the feel good factor, celebrating one’s success and aspiring to reach out for more. For example: Harry Winston a US based
jewellery brand has one of the watches that will be displayed will be Rs 120 lacs onwards.

Moreover luxury is no longer limited to apparels, accessories, automobiles, etc., but also extends to categories such as Food and Beverages. Like, a brand of salt Amethyst Bamboo is available for rupees 2500 per kg and the most expensive Mushroom Truffle are available for Rs. 1.6 Lakhs per kg.!!! A vintage wine called Romanee – Conti DRC is available at Rs. 20 lakhs per bottle.

As observed by Wong and Ahuvia (1998) explained as the “democratization” of luxury. Democratization has offered extensive selection of luxury commodities available to prevailing souk section. Such easily reachable luxury is sold to new novae rich buyers who has witnessed the new money.

Today we have lots of luxury products are being offered to the masses which are categorized under “Bridge to Luxury”.

Indian wealth has witnessed tremendous growth since 2000. The number of millionaires in the country is expected to surge to 65 per cent to 3030000 as per the Wealth Report 2013 released by Credit Suisse Research Institute.

The luxury industry sector is a very inspiring and motivating area.

The buying & shopping on products is shifting, as customer’s spending habits, priorities and standards have witnessed change in the shopping habits. (Kapferer and Bastien, 2009). The consumer’s & their spending pattern both are evolving.

Customer’s desire to recognize with the affiliated reputed brands and with their consumer may purchase the products in an endeavour to be acknowledged as social group by the others wealthy people. (Perez et.al, 2010)

Visualize someone having the right to use to the most up-to-date designer luxury baggage & golf accessories whenever you desired. (Lawson 2010)

Our buying preference represents what kind of individuality we are, what we want to be and how we want others to see us. The drive to splurge is at least in par with gain
recognition by the kind of consumption chosen, be it position, gratitude, respect of belonging to, or being different from the groups, or acknowledgment of fulfilment to one’s extended self-respect (Witt, 2010)

The buyer’s will be encouraged to buy confidently reputed branded goods to continue a positive self-worth or to enhance herself by approaching a positive attitude towards the brand (Sirgy, 1982). Luxury buying contains various signs that can be pleasing to the eye to an individual’s self-respect. Luxuries are regularly bought for the importance & significance they bring (e.g. Juggessur, 2011; Hung et al., 2011; Nelissen, and Meijers, 2011), this is the reason why shoppers usually be inclined to connect with the prominent consumption (Dong, 1990) and who are money oriented (Freeman et.al, 2008)

The most significant belongings we have are also noted as an expansion of our selves (Belk, 1988).

The luxury industry is evolving & becoming more and more complex and luxury companies will have match the consumer trends & give the satisfaction. The significance is placed on luxury products are reflected & seen as societal and individual distinctiveness (Juggessur, 2011).

The concept studied here has its origins in the work of Veblen (1857–1929), an economist and sociologist, one of the founders of the institutional economics. He wrote “The Theory of the Leisure Class” more which was written centuries ago (1899), which was based entirely on examination.

India’s ultra-rich club is growing fast. As per the report by Kotak Wealth Management titled Top of the Pyramid 2014, 117,000 ultra-high net worth households (UHNHs) by March 2014 with a surge of 16 per cent compared to last year & expects it to be treble over the next 5 years. India has seen tremendous growth of 46 % between 2007 and 2011.

UHNHs are households with wealth exceeding Rs 25 crore. The net worth of UHNHs, estimated at around Rs 104 lakh crore by December 2014. Further it is
projected to grow at a yearly compounded rate of 34 per cent to Rs 408 lakh crore by 2018-19 (April-March).

India has more multimillionaires than Australia, Russia and France. There are presently over 13 million millionaires in the world (as of June 2014) India has more multimillionaires than Australia, Russia and France.

**There are 577 Multimillionaires are from Mumbai Metro City followed way behind by Delhi (147), Kolkata 126, Hyderabad (114) and Bangalore (97). Chennai is ranked 6th highest with a multimillionaire population of 88 followed by Pune (55) and Ahmedabad (51).**

Luxuries are subjective & vary from person to person. Some define luxury as quality, characteristic, premium price, craftsmanship & exclusivity.

In 2010, our markets were established & there was buoyancy to the worldwide recession, principally owing to local market and the nation extended additionally 10%. Nevertheless, this is anticipated to sluggish to roughly by 8% in the 12months to March 2012 due to the implementation of higher interest rates. In the long run, India’s GDP is anticipate to increase by 7% per annum in a decade.

This will be the 2nd highest in the globe, twice as fast as world GDP. The big quantity of blue-collar family in India offers a considerable objective probability for producer and trader. The blue collar workers is anticipated in future to have expanded tenfold by 2025, increasing the economy’s customer population.

The thesis begins with a literature review focusing on the era of the old luxury & how luxury has evolved today, which is a paradigm shift in the demographics, spending pattern & lifestyle in India. The same is pursued & tracked by an experimental observation **behavioural segmentation** investigation which is established on a review from the 252 respondents.

The research ends with the limitations, scope of study & direction for the future research.
The feedback of this study gives various insights to the thoughtful customer choice & assessment while buying of luxury goods. It gives complete feedback, overview and knowledge regarding the discerning nature of the buyer.

According to Elahi & Heidri 2008, today customer has become the central focus, reviewing & monitoring their feedback is inevitable, proper implementation of customer relation management is important for customer retention.

As noted by Kupiec & Revell 2008 today the consumption pattern has changed & evolved in both domestic & international market, subsequently consumer today has more voice in the creation of goods & services.

It has been observed luxury goods market has changed dramatically, therefore new potential buyers are considered for their products & services. (Bottonaki 2006)

1 THE RESEARCH PROCESS

There are 2 important decision making whilst for research
1) What do you want to enquire about or what research questions (problems) you want to find answers to;

2) How to explore the investigation

There are practical steps through which you must pass in your research journey in order to find answers to your research questions.

The path to finding answers to your research questions constitutes research methodology.

At each operational step in the research process you are required to choose from a multiplicity of methods, procedures and models of research methodology which will help you to best achieve your objectives.

This is where your knowledge base of research methodology plays a crucial role.

Steps in Research Process:
1. Formulating the Research Problem
2. Extensive Literature Review
3. Developing the objectives
4. Preparing the Research Design including the model Design
5. Collection of Data
6. Investigation of Data
7. Generalisation and elucidation
8. Preparation of the final report

Rogers (Rogers and Shoemaker, 1971) proposed that dispersal research needs to be much more procedure oriented than is universal. It should be qualitative, and follow sequences of events over time, to try and get closer to considerate the actually adoption process.

He also suggests that instead of focusing on single improvement we should see them as part of clusters, with adoption of one linked to others, especially when limitations between hi tech are not very clear. These clusters or complexes need to
be investigated in an evolutionary sequence. He suggests we have to look for how these links are made by potential adopters, and not rely on the classification of experts.

Developing research out of the consumer research hypothesis Mick and Fournier (Mick and Fournier, 1995) criticise the lack of research that focuses on the context of consumption, the pre- and post-adoption aspects of consumption and the role of symbolic. They developed a methodology using phenomenological interviews to give insight into emotional & expressive feedback, as well as rational explanations given in traditional interviewing. In particular, they proposed multi-method approaches used in the natural surroundings (Mick and Fournier, 1998).

Blumer suggest that the researcher “seek participants in the sphere of life who are finely tuned witness and who are educated & conversant” (Blumer, 1969, p.41).

(i) By observation: This process implies the collection of data by way of researcher own observation, without further consultation with the respondents.

(ii) Through personal interview: the researchers pursue a firm modus operandi and search for response to a set of distinct questions through the individual meeting. Usually the one to one meeting is implemented in an organised & planned way where productivity is dependent upon the capability of the interviewer.

(iii) Through telephone interviews: This method of collecting information involves contacting the respondents via the channel of telephone itself. This method is adopted when there is paucity of time & where the respondents are spread out in different countries.

(iv) By mailing of questionnaires: Questionnaires are mailed to the respondents, wherein they are requested to fill up the form. This method is widely & generally widely used process in a range of trade and industry. Prior to this a Pilot Study for testing the questionnaire is conducted which reveals the weaknesses, if any, of the questionnaire. Questionnaire to be used must be organized & arranged very cautiously so that it may prove to be successful in collecting the appropriate information.
(v) Through schedules: In this process the enumerator are appointed and given instruction. They are provided with agenda containing relevant questions. These enumerators go to respondents with these schedules. Data are collected by filling up the schedules by enumerators on the basis of replies given by respondents. Much depends upon the capability of enumerators so far as this method is concerned. Some occasional field checks on the work of the enumerators may ensure sincere work.

The researcher should select one of these methods of collecting the data taking into consideration the nature of examination, purpose and range of the inquiry, financial capital, available time and the wanted degree of accurateness. Though he should pay attention to all these factors but much depends upon the ability and experience of the researcher. In this regard Dr A.L.

Bowley suitably commented that in collection of the arithmetical data rational is the essential and knowledge is the teacher.

**Interviewing**

Information, records & statistics can be collected by using predefined data and planned data meeting & discussions (qualitative research) or by using well thought-out interviews, which are part of the data analysis collection.

During the personal face to face discussions, the member may influence a comfortable dialogue covering certain subject and enquiry. Further this may differ from one discussion to another. These subject may perhaps be different from single argument to the subsequently, and the command in which the queries are enquired could be different.

A partially controlled method is where social science interviews are primarily used in descriptive investigation to recognize interaction among the changeable may be as have been exposed by some prior meaningful study. Additionally, semi-controlled meeting are utilized in investigative research to give additional statistics & regarding explored region.

Without formal discussion, or sometimes in-depth or non-directive interviews, are intended to discover in an area of investigation. Interviewees are motivated to talk
freely about proceedings, attitude activities and philosophy in connection to the study research. Such discussions are used in probing and make enquiries to discover additional about an occasion and look for recent understanding.

The poll is organized in the research study is very important and adds to the dependability of the study.

It was suggested by Saunder (2003) pg 32 “an appropriate review & investigation which make possible precise information to be gathered together meaning the statistics together constantly”. The learning points out regarding the evaluation & evaluate essential extent of customer opulence, significance and observation in opposition to the setting with replica.

Churchill (1979) proposed that on receipt of the procedure assemble then comply with standard regards to dependability for evaluation in the repetition of a process or duplication of a development which is established on an original representation of statistics be essential “command the likelihood regarding earlier conclusion is owing probability” (p.70).

Even though Wiedmann et al., (2009) recognized scope & extent of luxury trademark (Tsai, 2005 Dubois & Laurent, 1994; Richins & Dawson, 1992;), fundamental original magnitude of the extent process which was verify once more for reason analysis, by means of utilizing the most important method.

As recommended by Hinkin (1995) dependability usually calculated with domestic stability by using Cronbach’s alpha. The primary principle for internal constancy is that to examine whether the magnitude items are extremely concurrent, the same scale substance should all be measuring the same make (Churchill, 1979; Nunnally, 1978).

Researchers lay emphasis on that coefficient alpha is a uncertain and insufficient display of inner reliability & uniformity. (Clark & Watson, 1995; Cortina, 1993).

**Research Methodology:**
Research Methodology is a derivative learning already prepared about the luxury demand with reference to UHNI’s & HNI’s luxury consumers, with reverence to luxury abodes, watch apparels, jets & cars. Subsequently, a survey of 252 respondents from Mumbai & Delhi regarding the motivating features, while making decision to buy luxury commodities.

Although, it appears that there is overall lull in the trading of overall goods, luxury business is successful & flourishing. The exceptional unique expansion and development in the growth of the well-heeled has placed the establishment for the opening and intensification of thee branded luxury malls, product that provide completely to the preference of the deep pockets in the society. The differentiation of the high net worth individuals with the other lessons of persons in the country is the absolute worth and magnitude of brand one boasts about in their peer group. The remarkable boost in the HNI’s & individual prosperity, consumerism, outlook in the direction of splurging, to pay out, open display of extravagance, which was not thought in the past, in fact unimaginable many years ago, currently is neither rare & unusual.

Currently, what is considered as luxury will be future indispensable & necessary things Customer’s awareness & knowledge regarding luxury which are constantly motivated up & product raised the standard bars of uniqueness. . Although, the familiarity with the products is improving & providing evidence

Throughout, with the aim of customer’s main concern are changing. Customer’s observation regarding assessment is shifting and the impression of luxury is transforming.

It is also observed that there is a connection between the total family revenue / salary and the utility of the luxury brands is directly connected as the well-off consumer will splurge more on these brand.

Today both the male & female desire to make a distinction oneself and wish to have the best quality, great looks, feel good, taste and are embracing luxury to the fullest. Luxury consumers experience and feel success, triumph and improved superior self-belief by possession & ownership of goods.
The majority of the individuals were men but the proportion of women is also fast escalating as they are occupying higher-ranking key roles in their professional.

As noted by (Burns and Bush 2000) the characterization of inhabitants is articulated as the total compilation of individuals who are observed in accordance to the purpose of the study.

This marks in statistics compilation which is more price effective which is suggested by Aaker et al. (1997)

As noted by Aaker et al. 1997 & Churchill (1999) opinion poll & survey can be distributed to an individual, by telephone and by internet.

The present research will restrict the examination down to major metros, Mumbai and Delhi. The rationale behind this choice is that the young customers from these metro have sense of luxury style, trend brand commodities awareness which are in vogue is higher compared to other metros.

In additional, majority of the luxury branded stores which are exiting in the metro cities are quite young in age.

The information collected from the examination which is then observed by Statistical Package for the Social Sciences (SPSS). Further, exploratory reasoning and examination were done to recognize the fundamental measurement & configuration (Hair et al., 2006; Stewart, 2011).

The reason & purpose for selecting the SPSS arithmetical enclosed and related with detail which authorized the computation of all necessary & important figures. The explanatory information, dependability analysis and reason analysis, requisite for statistics investigation. Further, the statistics analysis is effortlessly accessible which are consumer are approachable & is learnt in little span of period.

As suggested by Malhotra and Birks (2003) there are numerous benefits of carrying out individual polls.

Individual face to face meeting authorize the author to collect more data & information.
The vital stage is emotional needs, including needs for foodstuff, clothing and essential possessions for livelihood. The second stage is essential wants & desires which can be satisfied by acquiring home and garments that supply protection in addition to the safety for an individual. Community desires stated as sense of belongingness to be part of a group.

Man is a social animal and needs affection, care for, companionship, familiarity and associated with social group, wherein an individual feels completed when acknowledged & received by others

After that stage, there is self-worth, being able to accomplish through acquiring collectively acknowledged standing society which is achieved by self-actualisation is to realize one's own worth. The question why people are spending more on clothes is an interesting question.

As noted by Solomon 2007 Maslow’s hierarchy needs is important in analysing luxury consumer behaviour since premium trend style & approach can "gratify requirements at almost all the stage of the hierarchy."

As clothes keep us humid & give us a feeling of safety & protection, the fashion clothes make us positive & self-assured & costume are an extension of one’s personality.

Earlier Analyst (Oppenheim 2000) suggested several methods to improve reaction time

Today, luxury is seen everywhere & been embraced by the young super rich Indian consumer, from exclusive premium abode, vehicles, private jets, designer watches & bespoke weddings.

**Bespoke Villas:** The trend is increasing for 2nd home, preferably lake front, beach front bespoke villas. The same is well equipped with state-of-the-art French/Italian furniture, digital technology, imported manicured landscape, infinity pool & VIP international concierge services at your fingertips. The super-rich don’t blink an eye for paying high premium prices for the lake / golf / beach front view.
Branded homes: Today, renowned developers have tied up with international brands to people who want to boast about they have arrived in the society. Builders are launching apartments, in collaboration with such hospitality chains/international. Further, Tata Housing has launched bespoke villas ranging from 130 to 170 crores.

In Noida, a real estate firm Supertech, is presenting designer labelled apartments for Rs 15 crore onwards and it has managed to do this by a partnership with Italian fashion brand Armani. With an area of 3,000 to 5,000 sqft per residence, Supertech will get 100 residences designed by Armani Casa and these will be sold only through invitations. One-time fees will be paid by Supertech for services and for the purchase of interior design products.

Ireo, another real estate company, in collaboration with Hyatt hotels are building Hyatt group Residences in Gurgaon. The residences will be managed by the hotel firms, the pricing will be between Rs 11 – 25 crores and buyers will enjoy five-star hotel services at home.

Mumbai’s Lodha group and luxury designer Armani have tied up for design consultancy the World Towers and residences in Worli, Mumbai.

Gauri Khan, has designed Glitterati project which is constructed by KoltePatil Developers. Twinkle Khanna, has designed dream homes for the YOO project which is design by Philippe S from an upcoming builder from Pune.

Sunteck Realty, which is promoting Disney based themes feels that today young parents don’t mind creating space for their loved ones which is colourful.

There are 1000 projects in the 27 residential market which are pegged from Rs 20 to Rs 200 crores.

As per the Knight Frank Report the no of billionaires are expected to grow by 100 per cent.

Tata Realty has launched project which is marketed by Soothe Realty ranging from 40 crores to 170 crores

Which are under construction by Indian we known developers Lodha Group, Mittal, Raheja, Runwal Group and Omkar Realtors in Mumbai.
The amenities offered to the citizens are security, private terrace, sundeck balcony, tie up with international fixtures, luxury concierge services, club facilities health & spa wellness centre.

There is a huge command for the premium abodes in India, which is on the rise owing to the varying standard of living and ambition among the youth. With speedy consumerism and arrival of worldwide existence inclination there is additional well-off home customer are scouting for residence to reveal the monetary and societal reputation.

**Designer Weddings**

In India, the wedding celebration extends between 2 to 3 days, unlike the west. The wedding industry has evolved in the last ten years.

Today, we have wedding planners to arrange from the design of the wedding cards, food menu, venue, entertainment till the final reception. The super-rich do not mind paying exorbitant prices to exotic locations like Rome & Venice. Designers like Nita Lulla, J.J. Vallaya, Sundeep Khosla, and Abu Jani are partnering with the event companies to offer exemplary & impeccable themed services all under one roof to the rich. The designer wedding cost anything between 5 to 20 crores.

Today, we have different occasions for Pre-wedding bash, Bachleor party, Mehendi, Sangeet, Wedding and Reception.

Surprisingly, one of the prominent businessmen from Mumbai has spent 50 crores for his son’s wedding, which included BMW & Mercedes Benz as gifts for their guests.

In India, Aamby Valley City has the finest venues for weddings & offers luxurious accommodation ranging from luxurious Spanish tents, Aussie Chalets, Burmese Chalets, Hermitage, Cabanas and themed Villas for their guests. The city boasts of 23 venues from the back drop of Banaras Ghat to Lake Front.

There is no budget for these designer weddings as the couples tie knots & the wedding vows being taken for the life time.
Increasing luxury weddings is the signal to the society about one’s wealth & prosperity.

Each year, around 2,100 high-end weddings take place in India. The current growth annual rates is growing more than 26 %, the Indian bridal industry will become the largest wedding market anywhere in the world as we have lots of function. Presently, the wedding industry is around 40 billion & growing at 25 %.

India destinations such as Kerala, Goa, Jodhpur Udaipur and Jaisalmer are preferred wedding locations.

International destination such as Bali, Indonesia, Malaysia & Thailand are the most preferred destination according to one’s budget. Whilst Turkey, Florence, Venice are the new upcoming wedding destinations.

**Luxury Premium Vehicle:**

The Indian luxury cars have been accelerating a fast growth from 4000 units in 2007 to 33000 units till December 2014 & are expected to grow with the new models & variants from different manufacturer. There has been 8 times growth in the luxury vehicles.

Further, surprisingly the sales has splurged in Tier 2 cities, which is 20 % of the sales. Cities like Agra, Kanpur, Meerut, Raipur, Gorakhpur, Varanasi, Lucknow & Bareilly have shown interest for luxury cars.

Surprisingly, the growth in the Tier 2 cities has been much higher which was 20 % compared to 11 % in metro.

The size of the luxury cars expected to drive in the fast lane up to 1,00,000 by 2020. As the economy is performing well, the new ultra High Net worth Individual's continue aspiring for their dream cars.

**Luxury watches:**

Luxury watch is a way to express one’s style, personality, attitude, taste & value. The premium luxury watches boasts of superior quality, water resistant, reliability & craftsmanship.
The top 10 premium brands among the luxury watches:

1. Rolex: Rolex known for its iconic brand since 1915 is the most popular brand.
2. Ulysse Nardin boast of its marine chronometers
3. Blancpain which creates limited editions of watches
4. Girard Perregaux is known for timeless & classic innovative design
5. Jaeger – Lecoultre has crafted finest watches over the years like Reverso, Master Control & Memovox
6. Audemars Piguet produces legendary spirit of innovation, the recent Jules Audemars
7. A Lange & Sohne produced, assembled by the brand itself
8. Breguet has pioneer technologies like tourbillon
9. Vacheron Constantin
10. Patek Philippe known for its precision & craftsmanship

There are more than 140 models in the Indian luxury watch market with a sticker price of Rs 63,000 to Rs 45 lakh a piece. “The luxury watch market in India is pegged over 40,000 units annually with a billing of over Rs 1,000 crore. Omega, Cartier Rolex & Tag Heuer are popular brands

Sachin Tendulkar's favourite time machine which is Audemars Piguet Self-winding Tourbillon costs Rs 121 lacs. That almost makes Richard Mille’s Felipe Massa 011 at Rs 85 lakh or Breguet’s Classique 5717 Hora Mundi at Rs 38 lacs which are in the lower range.

The luxury watch are growing at a rate of 23% of compounded annual growth & women are now experimenting watch with large crowns.

The only hindrance is the present heavy custom duty which is levied.

**Luxury Private Jets:**

Owning a private jet is a sheer luxury & if it's personalised according to one’s style it is known as Travel in Style.
Until 2005, there were less than 41 personal jets in India. Today, our country claim of about 514 private aircraft, including 256 fixed-wing planes and 258 helicopters. According to Canadian aircraft Major Bombardier, which retails small Learjets, mid-size Challengers and bigger, long-distance global business jets, the Indian market should see 1,340 private planes in next 20 years. Further, the jets can be customized to ones desires & comfort.

Further, the aircraft can customize everything from the noise-cancelling headphones to fully-berth able seats, touch-screen remote controls, gaming consoles, exclusive private showers and much more.

Luxury Lifestyle Management Concierge Services:

The luxury concierge services industry is set to grow in India thanks to an increase in the number of wealthy people, global awareness and lifestyle consciousness. The exact size of the luxury concierge services industry in India is not known but industry executives estimate it to be around Rs 500 crore. This includes services for both individuals and companies. Further today you have luxury bespoke services which organizes international world sport activities, arranges for the airlines, tickets, hotels & the VIP seats to be reserved which is all bespoke for the sports enthusiast.

Prior to the twentieth century, human being always had to struggle with acute shortages in the supply of basic needs. The apparent waste of economic resources for the production of luxury goods was heavily criticized from this viewpoint. If a society cannot provide these bare necessities, the devotion to a life of luxury is judged with integrity intolerable.

Over time Luxury meant different things, luxury is an elusive and symbolic dimension and it is today the result of a historical growth.

The word luxury comes from the word in Latin “Luxus” which had its origin in agriculture and it meant “exceeding growth” and became the word for exceeding in general; only in the 17th century did it acquire the significance that it has today.
The derivation of the Latin word “Lux” which means light and would be related to jewellery and precious stones.

Luxury, that intangible and indefinable concept, has often been a subject of discussion (e.g., Kapferer 1997a; 2008; Vigneron & Johnson 1999; 2004; Vickers & Renand 2003; Berthon et al. 2009, etc.). However, in spite of all the researchers’ efforts, there is still no commonly accepted definition for luxury due to the multidimensional nature of the phenomenon. It has been argued that conditions such as socio-cultural context, time liability, consumer’s subjective perceptions and product features influence the qualities regarded as luxury (e.g., Berthon et al. 2009).

Thus, the concept of luxury is not an absolute category, but rather a relative group that connects specific products, brands, and services. The connecting feature characteristic of luxury is the relative positioning: products, brands, and services regarded as luxury exist at the far end of the continuum, manifesting superior features (Vigneron & Johnson 2004). However, the cues and criteria defining its contours are relative in nature, since evaluation depends on the context and the people concerned. What is luxury for some may not be necessary be luxury for others. (Kapferer & Bastien 2009: 38.)

The theoretical framework will be built on the premises of symbolic interaction and meaning creation in the field of luxury branded products

Historically, happiness seeking via use as a major organizing norm for society first emerged in the West (Campbell, 1987; McCracken, 1988)

Today’s people consumption’s pattern is not only to satisfy basic physiological needs but also to create a “self” and define one’s role in the society, As noted by Majumdar & Chaudhuri & , 2006 Consumption has now become a means of self-realization and identification.

Luxury brands once enjoyed higher status among fortunate & privileged consumers (Kapferer and Bastien 2009). There were clear-cut and clear boundaries between
luxury and non-luxury products. Currently, the concept of luxury has put on different meaning contents due to the changing and evolving markets.

Luxury consumers expect their brand to fulfil more than the temporary happiness of retail therapy, or the self-expressive benefit of keeping up.

Luxury is a culture and a philosophy and therefore requires deep understanding before the adoption of business practices because its particulars are fundamentally different from other types of goods.

The original function of Luxury is rooted in the social classes of societies when royals and aristocrats used pretentious consumption to display their authority and maintain their distance from “others”. Even if this social structure is no longer dominant in the world, what has not changed is the need for the individual to show his characteristic, to be admired, acknowledged, approved, delightful and cherished through differentiating himself in most cases with his possession.

In “Consumer 2050” report issued by HSBC, it is anticipated that the expenses on luxury goods will grow in the developing economies thanks to the increase in spending power of the middle class. Technology, tourism, entertainment, food and cultural activities are among the industries likely to get the highest share from the luxury consumption (Milliyet, 2013).

According to the report “The Changing Dynamics of Luxury Consumption” of The Boston Consulting Group, the total expenses on luxury goods worldwide have reached to 1.8 trillion dollars in 2014.

We’ve moved from prominent consumption to detailed consumption and we want to be associated with beauty—of both object and behaviour.
This focus on aspiration and experience means that consumers want to improve their life mainly through personal transformation. The feminization of luxury was recognize by Danziger (2005), Israel (2003) and Gambler (1997) as; where luxury was moved from status symbols towards experience and pleasure.

After the fall of the Roman Empire the luxury-as-a-weakening-force hypothesis gained an enormous popularity. The luxurious lifestyle of the Romans was considered to be one of the main causes of the destruction of this huge empire. The medieval Church Fathers would further develop the weakness theory. They christianized the Platonian argument by framing the discussion in terms of sins. For example, St. Augustine condemned living in luxury as yearn for desire and vice. The concept of luxury was now an emotionally charged concept with a derogatory connotation.

Today, luxury is more consumable & accessible by the growing middle class. Today, the luxury consumption is available to the individuals other than the elite and rich class. This boosts the demand for luxury and improves the democratic and positive attitudes of the consumers towards it. A product can be bought by various consumers with different demographic characteristics, expectations and motivations. For example, the consumers expecting a high benefit value put emphasis on the functionality and usability of the luxury goods.

The social status and social motives are the distinctive factors that drive people to luxury consumption; however, the quality, reliability and image of the luxury brands also play an important role in this consumption process. Therefore, the executives of the luxury brands are recommended to apply a communication strategy that emphasizes the basic features of the brand rather than the factors like status (Misra 2013: 4).

History and tradition are associations with a brand’s past and noteworthy events in its history, which provide an authentic aspect and unique brand identity (Keller 2009). Many brands regarded as luxury have long traditions and heritage that contribute to the perception of authenticity as well (Beverland 2006). The history and
heritage of a brand convey know-how, consistency and strength. A long tradition narrates iconic investment.

Besides long history and expertise, the challenge luxury brands need to respond to is the ability to combine classic and contemporary designs (Keller 2009). Thus, the challenge facing a luxury brand consists of maintaining a balance between the brand’s tradition, timelessness and innovation, which are reinterpreted and reflected in the contemporary context. Long history and tradition combined with the reinterpretation of its creations against the context may lead to top iconic designs. Classics earn their value over time, which connects luxury to the discussion on vintage.

Vintage refers to an authentic and rare piece that represents and is linked to a specific style of couturier or era (Gerval 2008). Thus, history may have an influence at both the brand and product level: On the one hand, luxury brands are anchored in the past, and the elaborated designs should respect tradition (Dubois et al. 2001). On the other hand, the products’ own previous life cycle could generate additional perceived value to luxury branded products.

Luxury is not solely a feature attached to labelled products. It is an experience and analysis that consumers co-create in relation to themselves and the branded product, reflecting the social context

The connotation of luxury was often tied to the dream aspect. Luxury was regarded as something needed, but difficult to get, and something to chase but hard to realize. The balance between attractiveness and scarcity make luxury very indefinable and relative. It is a construct that consumers constantly determine in relation to their self and their situation. Historically, luxury may have had more power and positional value in a societal level, but today, and in this context, the interpretations of luxury are derived from aspirations to uniqueness and individuality

The Indian Royal Families saga with Luxury Brands :-
Krishna Raja Wodeyar IV, the Maharaja of Mysore, had ordered a personalized modified Rolls Royce to protect his servants from the sun. Crafted in 1911, & auctioned in August 2011 and fetched over £400,000. At the time of his death in 1940, the maharaja was one of the world's wealthiest men and was valued at nearly £35billion.

Sir Osman Ali Khan had a precious jewel in it is the sparkling Jacob diamond, which was equivalent to size of an ostrich egg that weighs 184.79 carats and is worth £50m. The Nizam wrapped it in newspaper and used it as a paperweight. The diamond is of the size of an ostrich egg, weighs 184.97 carats, is valued at over £5million and is currently owned by the Government of India.

Nawab of Junagarh was said to have owned 800 dogs, each with its individual human attendant. Further, it seems, when the dog mated , he spent nearly Rs. 20-30 lakhs in “wedding” celebrations, and also went on to declare the day as a state holiday.

King Jai Singh of Alwar had ordered a fleet of Rolls Royce only to use them as cleaning cars for transporting the city's waste. It is said that the king was snubbed by a Rolls Royce salesman on his visit to London because of which he decided to buy and use the luxury cars as garbage trucks!

The Udaipur family was so spellbound with crystals that even their chairs, thrones, tables and even the fans of their palace were studded with it.

In 1926, Cartier received a trunk full of precious stones and jewelry belonging to Maharaja Bhupinder Singh of Patiala who wanted to mounted in partisan style .

The gate of the Lalbagh Palace in Indore was crafted in London and then was shipped all the way to Indore

The first president of India, Dr. Rajendra Prasad entered the Rashtrapati Bhawan on the silver chariot owned by the Maharaja of Patiala.

The American consulate in South Bombay was earlier the property of Maharaja Amar Sinh Zala of Wankaner.
Cooch Behar’s Maharani Indira Devi had ordered 100 pairs of shoes, some diamond studded, from Italian shoemaker Salvatore Ferragamo, one of the most famous designers of the 20th century.

Maharaja Sawai Madho Singh II had ordered the craftsman of Jaipur to create two huge sterling silver vessels so that he could carry Ganga Jal along with him on his trip to England.

The luxury mega-brand, Louis Vuitton, always took pride in crafting something exceptional exclusive for Jagatjit Singh, the Maharaja of Kapurthala. An avid traveller, Jagjit Singh owned over 60 large Louis Vuitton trunks that would hold his clothes, belongings, swords, turbans, suits, shoes and elaborate traditional dresses.