

# How Do Collaborations in Luxury Brands Contribute to Building a Unique Brand Identity?

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# **How Do Collaborations in Luxury Brands Contribute to Building a Unique and Brand Identity?**

## **Abstract:**

This study explores how brand collaborations impact luxury brands by examining how two types of collaborations (designer and celebrity) and retail format (mainstream and luxury) effect consumer purchase intention. Two mediation effects (exclusivity perceptions and engagement levels) were tested. This study aimed to amplify the strategic understanding of brand collaboration and customer responses in luxury marketing. Data collected using a 2 x 2 experimental design provide empirical evidence on how collaboration types influence purchase intentions. The results demonstrate the important role of perceived exclusivity in mediating the impact of collaboration, highlighting the importance of adjusting strategies to align with distinct consumer preferences in luxury marketing. This study provides strategic insights into leveraging exclusivity and engagement in brand collaboration and luxury brand management.

*Keywords: Brand collaboration, exclusivity perceptions, luxury brands.*

*Track: Product and Brand Management*