

Forum: [Hack Forums](#)

Thread: [How the big companys Make the Big \\$\\$\\$](#)

Vidalia - January 6, 2015, 3:36 pm

You mightve heard of them..

Rolex, Hublot and all those fancy named clothes and cars etc.

These are the real smart people, Create an object that is worth ALOT of money in the eyes of a rich man to make them feel better about themselves, when you go enjoy the money those big fools pay you..

For example..

the FIVE MILLION DOLLAR Watch!

[Video: <https://www.youtube.com/watch?v=eGaTIWv27mA>]

Like.. how the fuck do you sell such an item.

If you make just one and sell it.. your a multi millionaire..

Now my Question is.. is it really that hard to create a Luxury brand?

What do you guys think??

Ordium - January 6, 2015, 3:38 pm

It's a lot about the name as well, not just the watch.

P??sonl?af - January 6, 2015, 3:45 pm

(Jan 6, 2015 04:38 PM)Ordium Wrote: [\[CITE\]](#) It's a lot about the name as well, not just the watch. It's all about the name.

Alot of people just buy that product just because it has that name.

T-rom - January 6, 2015, 3:48 pm

Its not hard to create a luxury item, its hard to create a luxury BRAND.

The brand carries assurance of quality as well as ALL the power.

They are buying the brand name so that when people see their watch they think "Rolex oh wow he's rich". The same with cars and computers.

Vidalia - January 6, 2015, 3:55 pm

(Jan 6, 2015 04:48 PM)T-rom Wrote: [\[CITE\]](#) Its not hard to create a luxury item, its hard to create a luxury BRAND.

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Yeah, but would it be hard to create such a brand with Guerrilla advertising etc.

(If it were to be clothes, hand them out to important people get it into the media)

Darkwin - January 6, 2015, 9:08 pm

Considering the Hublot and most of these 'luxury' watches are actually handcrafted and lots of manual labor goes into them, I believe the price tag justifies the quality.

Azraelstear - January 7, 2015, 7:53 am

If you want to sell 5M\$ item, you need to build brand, have years of sales of quality products and build your reputation.

Also if you want to attract ultra rich customers, you need lot of marketing to make your items somewhat status accessory for these people.

And it's alchemy, you can make top notch products out of precious materials and still, you might not make sales.

Rabid_Rooster1 - January 7, 2015, 8:33 am

Good luck, this type of market is very difficult to get into.

EagleScream - January 7, 2015, 11:58 am

(Jan 6, 2015 10:08 PM)Darkwin Wrote: [\[CITE\]](#) Considering the Hublot and most of these 'luxury' watches are actually handcrafted and lots of manual labor goes into them, I believe the price tag justifies the quality.

For example lets say a Rolex costs 20k. Maybe 1k max goes in to the materials and making it. Price tag never justifies the quality with big brands.

Yous - January 7, 2015, 4:21 pm

A luxury brand is just like any other brand

For example,

If you have a high quality baby outfit brand you will want your products to be associated with wealthier mothers and their babies. Your product should be shown in commercials with mothers in 'higher end (nice house) backgrounds, you should also get your product out there (in the hands of your target audience) so mothers tell other mothers.

Now with luxury brands the trick is you need a lot of money and connections. Because in order to get your brand associated with luxury people you either need money or amazing connections. Luxury products often are endorsed and worn/used by celebrities because they have money. Everyone knows they have money hence the brand's identity automatically gets associated with wealthy celebrities.

Autocorrect - January 7, 2015, 4:23 pm

(Jan 7, 2015 12:58 PM)EagleScream Wrote: [\[CITE\]](#) For example lets say a Rolex costs 20k. Maybe 1k max goes in to the materials and making it. Price tag never justifies the quality with big brands.

Point? The real world market is unintelligent like the HackForums market. We sell e-books, they sell watches.

Darkwin - January 7, 2015, 6:39 pm

(Jan 7, 2015 12:58 PM)EagleScream Wrote: [\[CITE\]](#) For example lets say a Rolex costs 20k. Maybe 1k max goes in to the materials and making it. Price tag never justifies the quality with big brands.

Rolex actually uses quality materials and are also handcrafted, Same goes for Breitling watches - it takes them approx. 11-months to fully complete a watch and it contains over 300 small mechanical parts.

The cheapest Breitling i've found is somewhere around 3.5k, That's more than fair imho for months and months worth of work, Now obviously there is a difference in terms of quality and craftsmanship precision between models however they aren't the kind of company to throw in a few chinese made parts and have a machine assemble the watch, No! A lot of manual labor goes into making them which imho justifies the price tag.

However i know what you mean.

ALO - *January 7, 2015, 9:26 pm*

Rothschild, Rockefeller, Morgan, Lazard, Warburg, Schroder and Schiff.