



How do fashion and luxury brands in Dubai create a strong brand identity and connect emotionally with a multicultural environment?



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RESEARCH QUESTION & OBJECTIVES



How do fashion and luxury brands in dubai create a strong brand identity and connect emotionally with a multicultural environment ?



- Analyze the impact of emotional branding and neuromarketing on luxury brand equity,



- Understand how multicultural consumers emotionally respond to luxury brands,

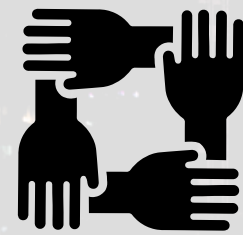


- Provide practical recommendations for luxury brand managers in Dubai,



- Contribute to academic research on luxury marketing in multicultural environments.

THEORETICAL BACKGROUND



Brand Equity (Keller)

Strong luxury brands are built through awareness, emotions, identity, and loyalty.



Emotional Branding (Schmitt)

Luxury consumers buy emotions, experiences, status, and meaning, not just products.



Neuromarketing

Purchase decisions are mainly driven by subconscious emotional reactions.

METHODOLOGY

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Research Design

Research Design

Mixed-method approach: qualitative + quantitative.

Qualitative



Semi-structured interviews with luxury brand professionals in Dubai (brand, marketing & store managers).

Quantitative



Survey with 20 multicultural luxury consumers in Dubai (UAE, European, Indian & Asian backgrounds).

KEY FINDINGS / RESULTS

Emotional Branding is Essential Emotional connection
Strongly influences luxury purchase decisions, loyalty, and brand equity.

Storytelling Must Be Culturally Adapted
70% of consumers are influenced by brand stories, but preferences vary by culture
(UAE: heritage & status | Europe: innovation | Asia: symbolism).

Sensory Branding Drives Engagement
Visual design, scent, and texture create strong emotional responses and increase in-store engagement.

Culture Shapes Emotional Triggers
Emotional drivers differ across cultures, requiring tailored strategies in Dubai's multicultural market.



CONTRIBUTIONS & MANAGERIAL IMPLICATIONS



Academic Contributions
Extends emotional branding and neuromarketing research to a multicultural luxury context, with empirical insights from Dubai.



- Managerial Implications
 - Invest in multisensory retail experiences
 - Adapt storytelling to different cultural segments
 - Localize emotional triggers while maintaining global brand consistency
 - Monitor emotions through consumer feedback and behavioural data

PROFESSIONAL DEVELOPMENT

Developed a strong understanding of luxury branding strategies

- Strengthened research and analytical skills
- Bridged academic theory and managerial practice
- Reinforced interest in luxury marketing and brand strategy in multicultural markets like Dubai





CONCLUSION

Emotional branding and neuromarketing are key drivers of luxury brand success in Dubai.

Storytelling, sensory experiences, and culturally adapted emotional triggers strengthen brand equity and loyalty

In a multicultural and competitive market, emotional connection is a strategic advantage.