

FACETS OF LUXURY



Many people admire luxurious items. Handbags, shoes, chronographs, cashmere sweaters and cars are just a few of the most coveted goods. Lot of those objects are expensive. Truly expensive. But why? If we take a look at the price of a small car and compare it to the price of a high-end handbag, you may be recognizing similar costs. You are probably questioning just how high the production costs of a handbag could actually have to be, just in order to justify a sales price that corresponds to that of a small car. Certainly some will wonder why especially these things, are an object of desire for many people. Whether the absurd prices and this absurd desires are probably unrelated with each other.

General information about luxury items:

The idea of conscious luxury didn't exist before fifteen or twenty years. The assumption was, that a luxury item was inherently sustainable. That means that they expected a controlled quantity to maintain the allure of exclusivity. It should also have been made to a high standard. Handmade items in France or Italy were the most known ones. The consumption of luxury was also different. Back then pieces were kept and worn for a lifetime. But times have changed, and conscious luxury is now the epitome of our modern relationship with luxury goods. The reorientation of luxury goods is heavily focused on growth. Luxury brands have embraced the fast fashion business model, which affects every business at every level of the market, including luxury suppliers themselves. Four collections per year has become twelve, resulting in a higher volume of available product. With this overproduction, obviously the problem of disposal grows and gets more difficult. Today we can buy a polyester suit approximately for two thousand dollars. Chanel denim for seven thousand dollars is also seen as a common thing. That speaks for the fact that, luxury is no longer defined by the material. As fast as fashion fabrics have become the norm on the Paris runways, highend brands are constantly looking for new ways to differentiate themselves.

Social-Identity

Every person has at least one social identity and one self-identity. A distinction must therefore be made between behavior that is guided by a shared identity with others and behavior in which individuals act as individuals.



The context of the situation determines which identity of a person is more salient at a given moment. Social identity is preceded by social categorization. People can categorize themselves on three levels: as an individual, as a member of a group, or as a human being. Thus, people can identify themselves at different levels of social inclusion. For example, as a student at a university or, in a narrower category, as a member of a student sports group. Depending on the degree of identification with a category, this forms a cord for certain behaviors and leads to the formation of a social identity. Social categorization thus means the cognitive classification of people with the same intentions, values, and actions into different social groups.

Self-Identity

Who am I? -This seemingly simple question can be answered in many ways and leads directly to the personal identity of the individual. Self-identity is the recognition and knowledge of one's own abilities, potential, and characteristics as an individual, including in relation to a social context. It encompasses intrinsic, relatively stable characteristics of the individual's self-concept, including personal goals, values, morals, attitudes, and stances. Self-identity encompasses who we are on a psychological level. It also includes a person's social identity, for example in which social groups we belong to, what hobbies we have, and what pursuits we engage in. A person who knows his personal identity through self-assessment is very likely to have self-knowledge, that means that he knows whether a statement concerning him is true.



In this magazine, I will visualize the different or maybe the same views of my friends Caro and Fulya. Both will explain their thoughts and share their personal stories of how they feel about the luxury items they own.

Let me tell you that Fulya grew up in a rich or rather affluent environment from an early age. Caro, on the other hand, grew up in today's „normal civil“ circumstances. Even though they come from completely different worlds, they both aspire the same thing; expensive, beautiful and famous fashion. I already know them for over 6 years and have witnessed their development by myself. Fulya always remained the same, but Caro became more and more like Fulya.

Nowadays it feels like there are two Fulyas in my life.



FULYA SARAK

„I DON'T WANT TO LOOK LIKE EVERYONE ELSE“

Fulya is 22 years old and studies civil engineering in Stuttgart. Her family has always been independent and owned their own businesses. Her mother runs her own business and her father is a famous singer in Turkey and owns a steakhouse in Stuttgart. Fulya is used to getting or buying many and expensive things. She drives a big expensive car and lives with her family in a big house with 3 floors. Her boyfriend is the son of a well-known politician in Turkey, he himself lives there with his family. Fulya flies to Turkey every two months for several weeks to visit her boyfriend. She has always had luxury around her, so it is normal for those around her to see her in expensive luxury items.

[...] Even as a little girl I wore dresses with lots of glitter and stones and also owned a lot of toys. My parents were able to fulfil my wishes. This case didn't change till today and I think it will stay that way. **I will always be the little princess to my parents that I was then and still am today.** I wouldn't call myself rich. I think the right term for my standards is very wealthy. It has a reason why I separate the expressions "rich" and "wealthy". In my opinion; a rich person is someone who can buy things unconditionally without thinking about whether the money will be enough in the next few months. I believe that rich people can afford a lot of mansions or other typical wealth (rich) signs like a couple of the newest sports car on the market. However, **that is not the case with me.**


I am aware that I own and buy many things that many people cannot afford but **that does not give me the right to treat people who have less badly.**




All people are equal for me, it makes no difference how much the person earns or owns. **The only thing that seems important in people is their character for my personal standpoint.** Sadly i have met many people who only were interested in me because of my money. Unfortunately, **Individuals has already took advantage of me until i realized their intentions.** It was a really sad and disappointing experience to me.


For this reason, I have always toyed with the idea of **finding friends who are as wealthy as I am.** But those people in my life would only take advantage and gossip about me. In this day and age I'm glad that my friends are really loyal. **They don't judge me** or don't even care when I buy myself new luxury items weekly. On the contrary! They accept my personality. I buy a lot of luxury items because I am in love with clothes that shows good quality. But **I want to be individual with my appearance and do not look like everyone else on the street.**

I attach a lot of importance to that. My appearance with luxury is not the only thing I am focused on. **The certainty that no children had to work for my goods** is of paramount importance. Expensive shopping makes me happy.

 Swarovski Jewelrys: €500

 BALMAIN Balmain Pullover: €990

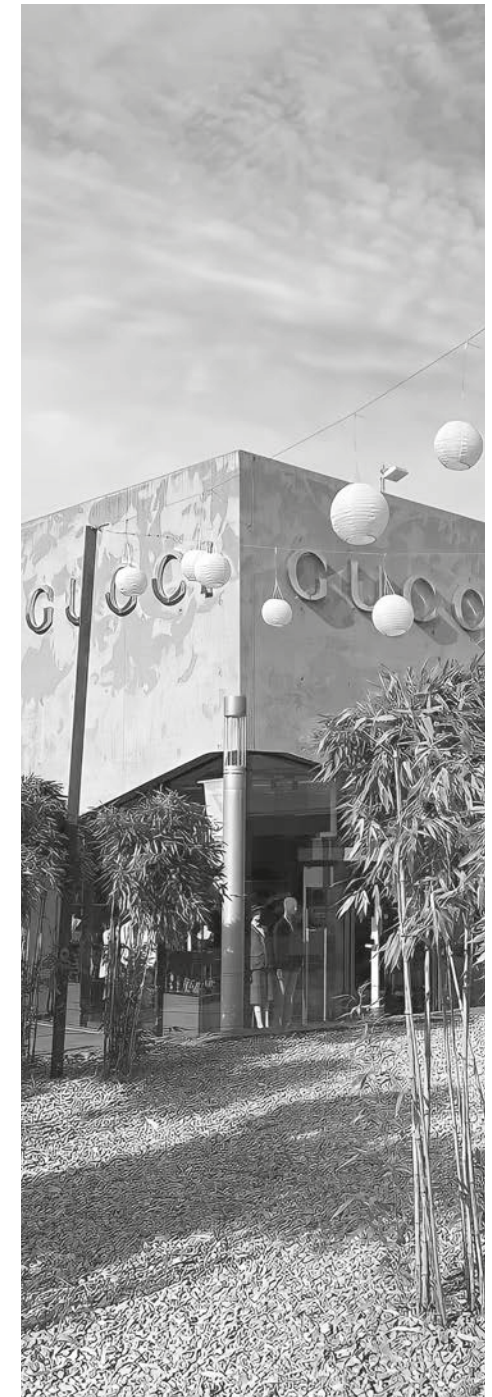
 ZARA Zara Leatherblazer: €55

 Moncler Winterjacket: €4.500

 Versace Wristwatch: €2.250

 PRADA Prada Leatherpants: €1.765

I feel like many people underestimate me because they are inspired by the luxury themselves. **Many don't know how to deal with me.** The first topics they discuss with me is about **Finances.** **I don't know anything about this topic** and I always share that with people. They are always very surprised. I will always remain the rich girl to outsiders who knows nothing but luxury. [...]



CARO DEMERTZI

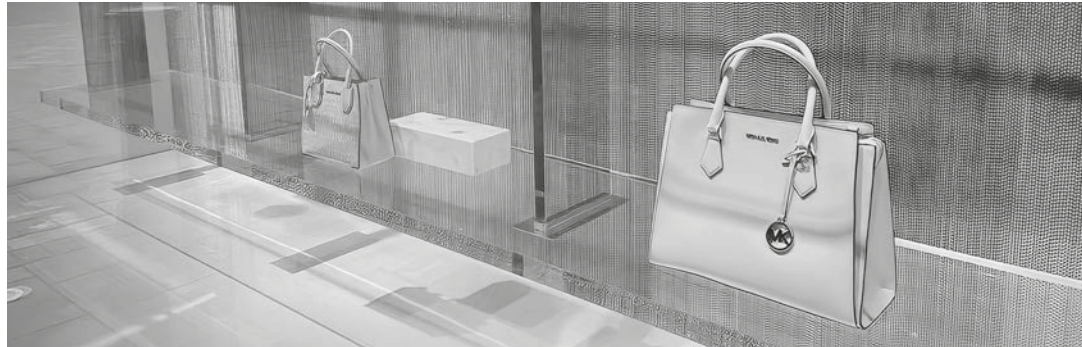
„DRESSING WELL IS MY PASSION“

Caro is 24 years old and works as a secretary in a company. She was born in Germany but grew up in Athens. The Euro crisis in Greece was the trigger for her to come back to Germany at the age of 13. Ever since she lives in Germany. As a teenager, Caro often went to thrift stores to buy herself clothes. It was out of the question to spend more than €50 on a piece of clothing. However, that changed when she met Fulya at the vocational college. She learned about the luxury world because of her and discovered her new passion. Expensive fashion.

[...] Many around me wonder why I spend so much money on clothes or accessories. However, I cannot understand this question. Because it's my life and my decision what I buy with my money. **Dressing well is my passion** and getting lots of compliments from outsiders makes me really happy.

I feel more confident, what affects to make me feel more beautiful. It was not always self-evident for me to own or buy luxury things. I couldn't afford it. Now I work as a secretary and spend my money on many luxuries. Of course, this is not always possible, **in most situations I had to reject other things so I could buy my desired bag**, for example. I do it with pleasure and don't regret it. This is my youth and I have the possibility to live my dreams. They're material dreams, but I like to do it.

My friend Fulya showed me the world of luxury.



She always wore those **very expensive things to school** that I **thought they were fake from Turkey**. After I asked her where she bought the clothes from, she told me the luxury shops. At first I laughed because I was convinced that she was lying and didn't go into the subject any further. When we became closer friends and she invited me to her home, **I saw her house and slowly questioned my thoughts about her**. When I first saw her wardrobe in her room, I was equally aware that **she had never lied to me**. These clothes were actually original and that fascinated me a lot. We saw each other every day as we were in the same class and I became more and more interested in the luxury world.

My collection of fashion magazines became bigger and bigger. **I bought my first luxury item in Milano together with Fulya**. They were Louis Vuitton boots that I had been saving for months. **Fulya wanted to pay** for my shoes, but I couldn't reconcile that with myself. It was important to me to buy these boots with my own money. After my first experience, it started **getting natural for me to buy and own many expensive things**. The most important thing to me is the quality and the place of manufacture.

„I FEEL MORE CONFIDENT“

Many people consider me as very arrogant because I own so many luxury items. However, it has nothing to do with how much you own, but what the character of a person is. That doesn't make me a better person. However, **the values that are conveyed are very important to me**.

If I lived in Greece, **my current life would not be possible**. I can still remember when the Michael Kors brand was something special for me. Anyone who owned a bag from this brand **was automatically rich for me**. Today it is very different, **Michael Kors is one of the standards** for me. Over the years, my tastes have changed a lot and I spend a lot more money than I used to. **I don't mind, it's my passion**. [...]



ZARA ZARA Blouse: €45

ZARA ZARA Pants: €25

MICHAEL KORS Micheal Kors Wristwatch: €250

BVLGARI Bvlgari Sunglasses: €675

SWAROVSKI Swarovski Bracelet: €65

LV Louis Vuitton Purse: €1.200

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