

“LUXURY IS ABOUT THE STORIES.”

Imran Amed



Imran Amed saw an opening in cyberspace for up-to-date news and strategy in the fashion sphere. He founded www.businessoffashion.com and uses his knowledge and experience as a strategic consultant for international luxury brands.

What is your most treasured possession?

It's a tie between a durable, boiled cashmere blazer by the Japanese bespoke tailors ICHO and a vintage Heuer Carrera watch from the late 1960s. Both are high-quality, versatile items suited to my taste and style, with deeply personal stories attached to them. And both — if cared for properly — will last forever.

What is the quality you most desire in a fine product?

It must enable me to reflect my own personality and fit with the way I live, rather than stamp me with a logo or reflect the current fashion trends.

If you were a handbag, what would it look like?

My bag would be sleek, modern and timeless. It would move seamlessly and effortlessly from business boardroom to designer studio to fashion event. Over time, its patina would reflect my way of life, getting better and better with age. But more important than external aesthetics would be my bag's functionality on the inside. It would be like an “office-on-the-go,” enabling me to carry all of the things I need from morning to evening, safely and stylishly. It would have secure, protected pockets for my iPad and iPhone, room for gym clothes, my notebook, and whatever other things I might gather over the course of a busy day.

If “luxury” changed its name — what should it be called?

During a period of unrestrained economic expansion, prices of so-called luxury products had risen to an all-time high, while quality and workmanship suffered. In short, consumers were paying more for less. This is why new luxury must focus on traditional luxury values: craftsmanship, personalization, heritage, quality at a fair price.

Is your idea of luxury tangible — or a sensation/ experience?

For me, luxury is about the stories, feelings and meaning attached to objects, as opposed to the actual objects themselves. For example, a traditional, handmade Alpaca scarf I discovered in a small, hidden shop in the San Telmo district of Buenos Aires is so much more luxurious to me than a mass-produced cashmere scarf piled up next to hundreds of others in a generic luxury flagship. True luxury must offer life-enriching experiences and stories, as well as attractive objects. Indeed, these kinds of stories may be the most enduring form of luxury of all, because they never expire.

Can luxury be virtual as well as actual?

The ability to purchase a beautiful item online when a free moment presents itself and having it delivered right to my front door in elegant packaging is certainly one kind of luxury. But admittedly, this kind of luxury is more rational, more utilitarian, more focused on saving time. Perhaps what's missing most in virtual luxury today is the surprise, delight and sense of discovery that would transform a simple online purchase into a rich online experience.

What do you consider the most overrated luxury?

Trends.

Is your ultimate luxury time — for yourself?

In our ‘always-on’ world, the ability to log off, shut down, and sign out is indeed my greatest luxury. Time with family and friends, exploring places new and old, allowing time to move more slowly — and with reflection — is priceless.