

**ARTIFICIATION IN LUXURY BRAND MARKETING:
A COMPREHENSIVE LITERATURE REVIEW**

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ABSTRACT

This study conducts a thorough literature review to analyze the marketing strategy of "Artification" in luxury brands. Artification, involving the infusion of artistic elements into marketing, significantly shapes luxury brand narratives and identities. Investigating its impact on crucial marketing concepts, including luxury brand experiences, reputation, heritage, experiential value, and customer experiences, the research delves into Artification's theoretical underpinnings and its evolution within marketing discourse. By synthesizing a diverse array of studies, the paper establishes how luxury brands strategically utilize art to transcend conventional marketing boundaries. Art emerges as a powerful lever, enabling brands to engage consumers emotionally beyond product attributes. Central to the review is the examination of how Artification influences luxury brand experiences, dissecting how artistic elements craft immersive and memorable brand encounters, thereby shaping consumer perceptions and fostering emotional connections. Furthermore, the study explores the intricate relationship between Artification and brand reputation, highlighting the strategic use of artistic codes to enhance aesthetic appeal, exclusivity, and sophistication. It also examines how Artification serves as a vehicle for luxury brands to communicate historical roots and contemporize heritage in line with evolving consumer expectations. Additionally, the research investigates how Artification enhances the experiential value of luxury, contributing to heightened sensory engagement and the creation of unique customer experiences. By infusing artistic elements, luxury brands position themselves as experience curators, transcending the transactional nature of their products. In conclusion, the literature review unveils Artification's multifaceted dimensions in luxury brand marketing, emphasizing its profound impact on luxury brand experiences, reputation, heritage, experiential value, and customer experiences. It not only provides a comprehensive overview but also sets the stage for future research endeavors. This research opens numerous avenues for deeper insights into the dynamic interplay between art and luxury brand marketing.

Keywords: Artification, Luxury marketing, Experiential luxury, Brand reputation, Brand heritage, Customer experience

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