BSPK

Luxury Vocabulary

Style & Beauty

Alluring, Chic, Distinctive,
Distinguished, Elevated, Exquisite,
Flawless, Tailored, Form-fitting,
Graceful, High fashion,
Immaculate, Impeccable, Opulent,
Refined, Sculpted

Rarity & Exclusivity

Curated, Discerning, Limited edition, Limited production, Precious, Prestigious, Unique, Upscale

Quality & Craftsmanship

Artisinal, Finely tuned,
Handcrafted, Heritage, Intricate,
Masterful, Premium,
Uncompromising, Unparalleled,
Unrivaled

Newness

Contemporary, Current, Cuttingedge, Fashion-forward, Fresh, Innovative, Modern, Redefined, Trendy, Updated

Desirability

Admired, Alluring, Appealing, Captivating, Coveted, Sought after

Customization & Personalization

Bespoke, Couture, Custom, Madeto-order, Tailor-made

Tradition & Timelessness

Classic, Enduring, Eternal, Heirloom, Iconic, Lasting, Resilient, Timeless, Traditional

Descriptors for Leather

Aged patina, Buttery, Handstitched, Structured, Sumptuous, Supple, Tactile

Descriptors for Jewelry

Brilliant, Dazzling, Embellished, Enchanting. Kaleidoscopic, Radiant, Regal, Scintillating, Sparkling

Descriptors for Fine Timepieces

Haute horlogerie, Precisionengineered, Fine-tuned, balanced