

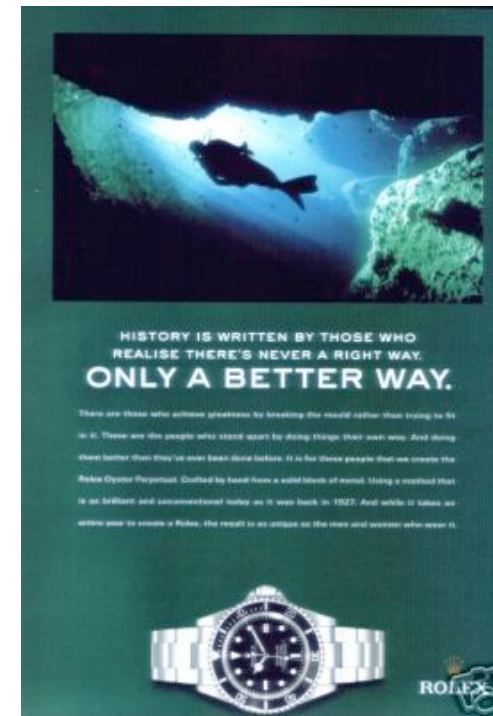


Inception Pack volume 2: Bizarre premium™
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Markets flooded with premium brands...

BRAVIA



... pave the way for über-premium

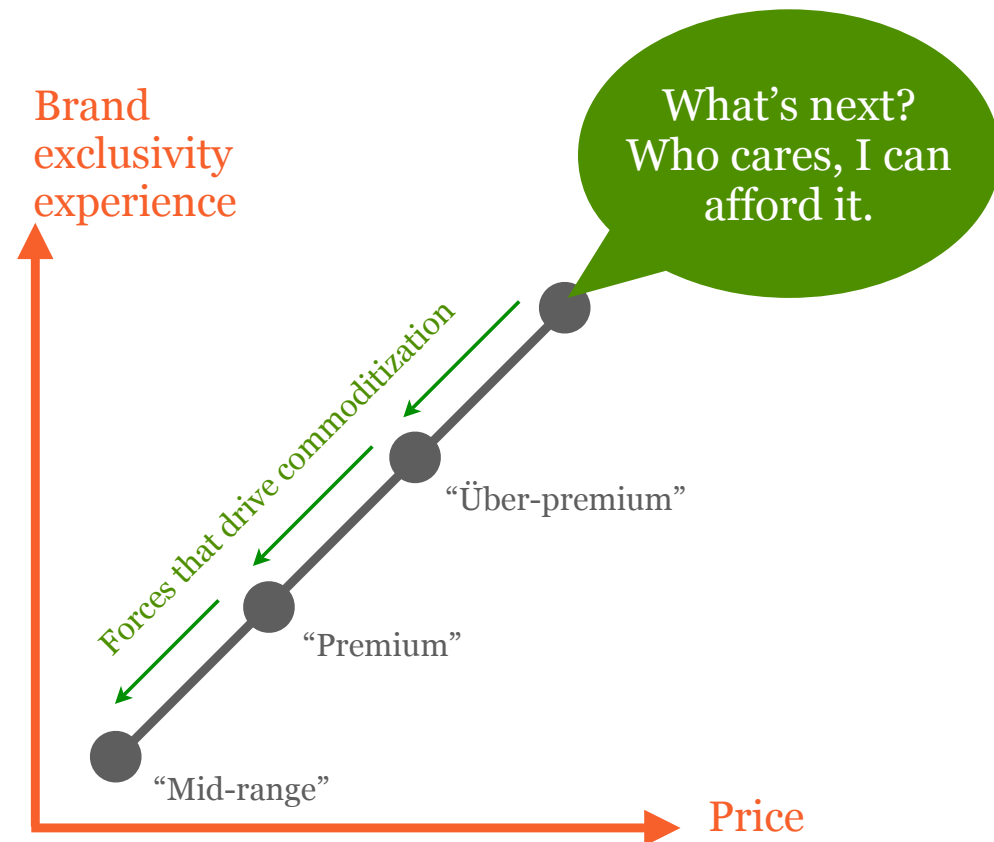


The premiumization pitfall: **affordability**

When one premium level is fully exploited, the natural next step is to “raise the bar”.

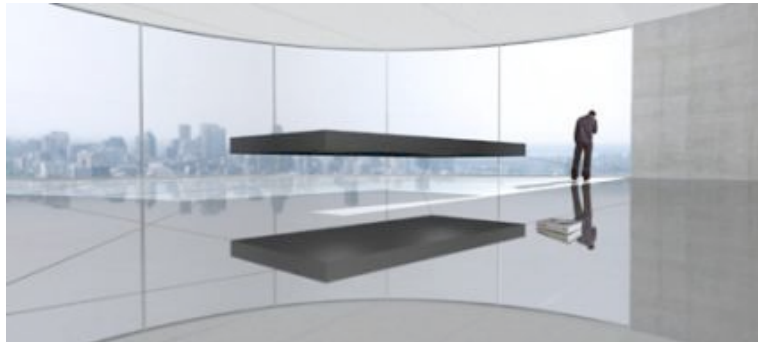
The problem of the “raising the bar” pricing strategy is mass-affluence: in an economy with virtually limitless purchasing power even the most expensive product becomes a commodity in time!

Sustainable brand premiums cannot follow the conventions if the commodity trap is to be avoided!



BIZARRE PREMIUM™ –BREAKING THE CONVENTIONS OF PRICING

Million dollar bed



USD 1,5 million
GBP 780 000
EUR 1,14 million
SEK 10,6 million

Sure we all like to sleep in comfort, but how many of you would be willing to pay \$1.5 million for a one-of-a-kind bed? Well Dutch architect Janjaap Ruijssenaars is hoping that *someone* will shell out big bucks for that floating slab you see pictured above, as he's apparently spent six years of his life in the noble pursuit of a sleeping surface that can be suspended entirely by magnets. Do you actually get a better night's sleep on a bed that's only attached to a solid surface with a few narrow tethers? Probably not, but it seems that anyone spending a million bucks on something like this is more concerned with impressing potential overnight guests than waking up refreshed in the morning, anyway. If you just have to get your hands on one of these, but you'd prefer to remain below the seven-figure price point, Ruijssenaars was also showing off a smaller version at the Miljonaire fair in Kortrijk that goes for a more affordable \$146,000; at 1/5th the size of the regular model, it's much too small for you to sleep in, but it would sure make a great perch for your already-spoiled dog or cat.

Victoria's Secret 800 carat Hearts on Fire Diamond Fantasy Bra

USD 6,5 million
GBP 3,4 million
EUR 5 million
SEK 46 million

Like this bra? Snap it up for just \$6.5M

Updated 10/11/2006 12:20 AM ET

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By Karen Thomas, USA TODAY



[Enlarge](#)

Victoria's Secret

The annual Victoria's Secret Fantasy Bra has a new twist this year: It's relatively comfy, according to the woman wearing it.

The \$6.5 million Hearts on Fire Diamond Fantasy Bra, weighing 800 carats, is "very sexy and very comfortable, and it doesn't dig in," coos model Karolina Kurkova, who says the design is significantly improved over the 2002 version, which she also modeled. "Back then, I had a person come in and mold my breasts into a bra made of metal and diamonds," she says. This year, more than 2,000 round diamonds are embroidered onto the undergarment, which has a 10-carat diamond brooch centerpiece.

Relaxed fit aside, Kurkova is amused that no one has actually purchased the bra. The current version appears in the 2006 Victoria's Secret Christmas Dreams and Fantasies catalog, which arrives in mailboxes next week. "If someone ever does, I would really like to meet them."

Posted 10/10/2006 9:19 PM ET

Platinum USB drive with 350 white diamonds

USD 40.000
GBP 20.700
EUR 30.500
SEK 285.000

Diamond-encrusted USB drives are a girl's best friend

Welp, you'd probably be a lot less inclined to lose the darn thing if your USB drive were solid platinum and loaded with 350 white diamonds. That's 4 gigs and 5.8 carats: a perfectly sensible hardware investment at about \$40,000 (only \$10K per gig!). Just in time for an audit-baiting 2006 tax writeoff.



Clive Christian/Baccarat Crystal fragrance

USD 220,000
GBP 115,000
EUR 170,000
SEK 1.6 million



Clive Christian in conjunction with Baccarat Crystal has unveiled world's most expensive fragrance bottle. The fragrance bottle comes in a cut glass crystal flacon topped off with a five-carat large diamond, an 18 carat gold collar and the bottle contains half-a-litre of perfume. The perfume will be sold exclusively at top luxury store, Harrods. The perfume at €170,000 is expected to be super-rich personalities like **Sultan of Brunei** and Russian billionaire **Roman Abramovich**, the owner of Chelsea football club.

The perfume is available in limited editions of ten flacons. The fragrance contains notes of bergamot, cardamom and Indian jasmine to give it a distinct fragrance. The fragrance is available for both men and women. The men's perfume contains notes of maialis, ylang ylang and cedarwood while the women's fragrance contains lily of the valley, lemon and carnation to give a more feminine scent. The bottle is suggested by the makers to serve as decanter after the perfume has been use. The most expensive bottle is sure for the mega-rich..!

Diamond Teabag



USD 14,500
GBP 7,500
EUR 11,000
SEK 100,000

The diamond teabag worth £7,500 has been made by Boodles jewellers to celebrate PG Tips 75th birthday.

The tea bag took three months to make has been hand-crafted using 280 diamonds.

Pete Harbour, spokesman for PG Tips said: "As it's our 75th birthday, we wanted to do something special to remind people just how much they love the great British cup of tea."

Duerr & Son Fine cut Seville orange marmalade with whiskey, champagne and gold

Marmalade that costs £76 to cover one slice of toast

By Robert Colville

(Filed: 22/09/2006)

Paddington is going to have to take out a mortgage — the price of marmalade has shot up to £5,000 a jar.

In what would be the treat of a lifetime for the sandwich-loving bear, the jam maker F Duerr & Son has marked its 125th anniversary by producing the world's most expensive marmalade.

The Fine Cut Seville Orange Marmalade with Whisky, Champagne and Gold mixes the finest Seville fruit with vintage Dalmore 62 whisky from Whyte & Mackay (valued at £32,000 per bottle), topped off with a splash of Pol Roger Cuvée Sir Winston Churchill 1996 vintage champagne and garnished with flakes of 24-carat gold leaf.

The resulting spread, encased in a custom-made crystal jar valued at £1,100, would cost £76 to cover a single slice of toast.

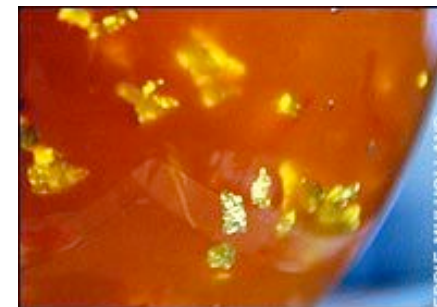
Mark Duerr, managing director of the Manchester firm said: "It's unbelievably good – we tasted it at a board meeting last week for the first time, and were amazed. The whisky comes through immediately. The champagne's more subtle."

The choice of the champagne was made because Churchill was passionate about both marmalade spread and marmalade cats. His favourite tabby, Jock, was orange, and his will stipulated that there should always be a similarly coloured successor at his Chartwell estate.

The Planning Lab Inception pack



The marmalade is encased in a crystal jar valued at £1,100



One Hyde Park penthouse flat

Hyde Park flats 'on sale for £84m'

Four flats overlooking Hyde Park are on sale for a rumoured £84 million each, the highest price ever asked for a British flat.

The flats are [part of a development at One Hyde Park](#), designed by Richard Rogers Partnership. They will not be ready until 2010. Sources said today that the four penthouse flats could feature bullet proof windows, specially purified air and even "panic rooms". The security system is believed to have been developed after consultation with the SAS. A tunnel will link the flats to the Mandarin Oriental hotel, which will provide a concierge service for the development, which contains 86 flats with prices starting at £4 million. The complex will also have a spa, squash court and private wine-tasting facility. According to the One Hyde Park website, the scheme is "a new residential scheme whose beauty, luxury and prestige will place it in a class of its own".

It is being managed by Candy & Candy, a development management company specialising in high end luxury flats. Nick and Christian Candy, the two brothers behind the company, hold the record for the current most expensive flat in London, which was in Chelsea and had a £27 million price tag. Clients for the flats, some of which have already sold off-plan, are [expected to include Arab princes and Russian oligarchs](#). Flats at the development, on the site of the old 1950s office block Bowater House, are being sold for as much as £4,200 per square foot, a record for London. The four largest penthouses are 20,000 square foot each.

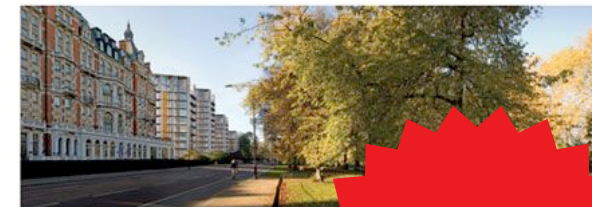
A spokesman for Candy & Candy, which is a notoriously secretive company, would not comment on the price tags or facilities of the flats today. "The facilities are being worked on all the time by the team," she said. She added that the building "was designed to bring the Park across to Knightsbridge".

The Richard Rogers design features four blocks made of glass and red weathered steel. The record asking prices for the flats reflect the latest boom in the London property market, which has outperformed the rest of the British market this year. Prices for homes in central London have risen by around 20 per cent this year.

Homes worth more than £5 million have outperformed even that. Figures from Haart estate agents, published yesterday, showed that demand in the capital remained strong even after the latest interest rate rise. The average London house price increased by 0.5 per cent in January to £260,140 up from £258,568 in December, the group said.

January applicant numbers in Haart's London branches were up 30 per cent on the same time last year, reaching record levels.

The agency predicts that house prices in the capital are predicted to rise by up to 8 per cent in 2007 as demand continues to outstrip supply and activity levels remain strong.



USD 162 million
GBP 84 million
EUR 124 million
SEK 1,15 billion

Bizarre Premium™ vs conventional brand premium

Pricing logic

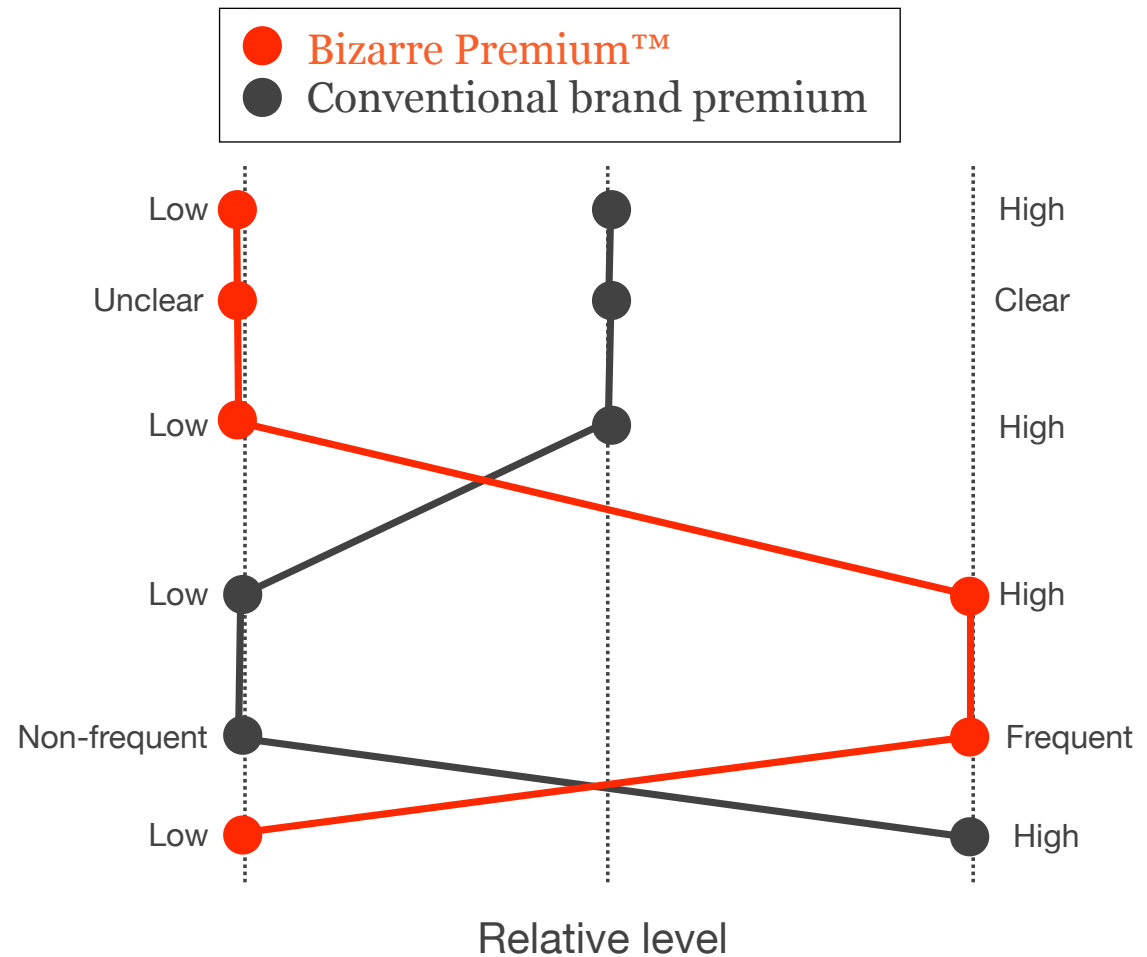
Experiential benefits

Number of potential customers

Focus on product performance attributes or raw materials

“Pricetag PR”

Brand experience as driver for price premium



The Planning Lab

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