

Mild defense of luxury

Student's name

Institution

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It is correct to submit that humankind is always in love with certain things in life. Therefore, we tend to buy, exchange, donate, and even steal the things we love. The items we fall in love with maybe grouped as either goods or services. Depending on one's budget, the good or service purchased may qualify as a luxury. Furthermore, humankind has always lived through things since time immemorial. The industrial Revolution began way back in the nineteenth century and continues up to date. This denotes that more and more commodities are produced daily. Humankind's desire for things has genuinely justified the industrial Revolution. The society we live in, however, accommodates people from different walks of life. Therefore, this necessitates the producers and manufacturers to ensure that products produced to match the targeted market (Silverman, 2017).

Nowadays, individuals are mostly judged based on how they dress. Celebrities across the globe invest in trendy outfits. They do this in a bid to promote their brands as well as corporate image. A star with a more significant number of followers online is most likely to get a lot of endorsements. This is all courtesy of proper branding couple with rocking outfits from appropriate shopping outlets like Armani and even Vlon.

However, some of the commodities we consume fall in the list of what is referred to as luxury. When an item is categorized as a luxury, it means that it is not essential for survival. Only the basic needs like food, clothing, and shelter are essential for survival. Other examples of luxurious commodities apart from expensive designer wear include private jets, villas, state of the German art machines, Islands, etc. Most of these things, referred to as luxury, are mostly

owned by the rich in society. For example, top athletes, business moguls, celebrities, and even successful businessmen and women own them. Almost all and sundry in society desire luxury. As a result, everyone wakes up daily to ensure that they work hard for the best.

People tend to go for luxury because they can afford it. Affordability is one of the significant factors that determine whether or not one buys a commodity or not. If one can provide luxurious merchandise, then he or she is likely to go shopping daily. The power of advertising has also become so essential and has influenced many people to prefer luxurious commodities. For example, when it comes to hotels, many will prefer the best high-end hotels because of the quality of services provided. Furthermore, the kind of hospitality portrayed in their advertisements inevitably attracts customers worldwide.

In conclusion, it's not wrong to embrace luxury. Provided one can afford the commodities, he or she is at liberty to purchase it. The advertisement has also played a significant role in the sale of luxurious merchandise, basically because of a well put advert does showcase not only the product, but also the brand (Twitchell, 2001).

References

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lets embrace luxury.