

Agenda Inc. - Articles Of Faith

One. We believe in luxury brands; in their past, in their present, and in their future. Especially in their future.

Two. We believe that luxury brands too often seek reassurance in business attitudes of the past. We believe that luxury brands need to change. We believe that they should commit to depth and values, over hollowness and hype.

Three. We believe that luxury brands are secular belief systems. We believe that luxury brand managers have a responsibility to be evangelists for those belief systems.

Four. We believe that luxury brands are part of a multi-faith universe. We believe that they don't have to behave like organized religions, but they can't afford to behave like disorganized ones.

Five. We believe that products become luxury products when they contain a belief philosophy. We believe that philosophies are better equipped than products to transcend markets, categories & shifting economic circumstances.

Six. We believe that consumers of luxury brands are in search of something more fundamental than keeping up with the Zeta-Joneses. We believe they are in search of meaning, & that they want to be part of something more profound.

Seven. We believe that luxury is a social construct; the meaning of which constantly evolves. We believe that luxury brands need constantly to reinterpret the culture in which they operate.

Eight. We believe that luxury is rarity. We believe that innovation - the pursuit of new rarity - needs to be a redoubled goal for all luxury brands.

Nine. We believe that luxury brands create a particularly painful sense of disappointment when they fail to live up to expectations. We don't believe that there is any excuse for this.

Ten. We don't believe - at Agenda Inc. - that all luxury brands will understand the importance of belief. But, we believe that the brands that do understand, will find us.

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