



AMMAN & BRUNELLO CUCINELLI



# EVALUATING LUXURY EXPERIENCE AND STATUS

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# ĀMAN

Each property is deeply connected to its environment. For instance, Amanzoe (zoay) in Greece incorporates classical Greek columns and symmetry, while Amanbagh (bog) in India reflects traditional Rajput palace architecture and warm terracotta tones. These design choices emphasize authenticity and craftsmanship rather than generic luxury aesthetics.

Service quality and personalization are also integrated directly into the website. Guests can contact individual properties, request customized experiences, or speak directly with reservation teams through international service numbers. Instead of offering a simple automated booking system, the website encourages a more personalized communication.

From the Luxury Brand Status Index perspective, Aman's website also strongly signals exclusivity and prestige. One important strategy is the structure of the booking process. Like I said, Guests first explore the destination and experiences before seeing the price. This sequence reinforces aspiration before introducing the transactional element.



Aman's website functions almost like a digital extension of its resorts. The visual aesthetic is extremely minimalist. The site uses muted colors, large cinematic landscape images, and slow-moving videos. The visuals emphasize privacy and calmness, which reinforces the feeling that Aman is a place of escape reserved for a very limited number of guests.

From the perspective of the Luxury Customer Experience Index, this design strongly supports the brand atmosphere and emotional connection components. When users land on the homepage, they immediately experience the brand's core promise of serenity and exclusivity before they even interact with any booking features.

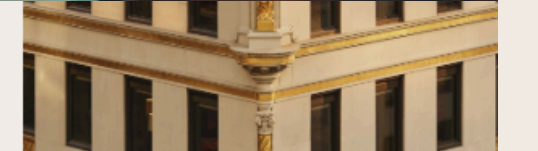
Navigation on the website is also intentionally structured to reinforce luxury. Instead of immediately presenting prices or booking options, visitors are first encouraged to explore destinations, properties, and experiences.



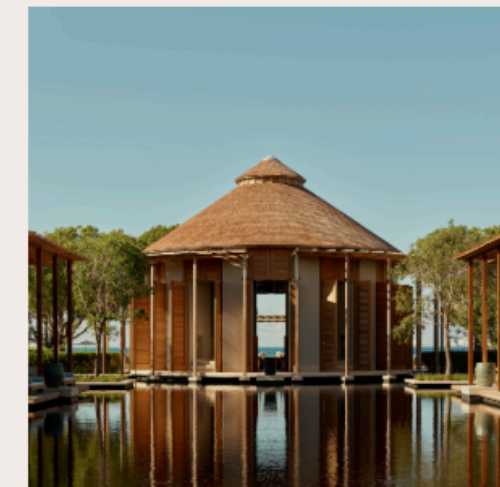
DOLOMITES, ITALY  
**Aman Rosa Alpina**  
A contemporary take on classic Alpine elegance, San Cassiano's historic hotel emerges as a fully-fledged Aman following an extensive renovation...



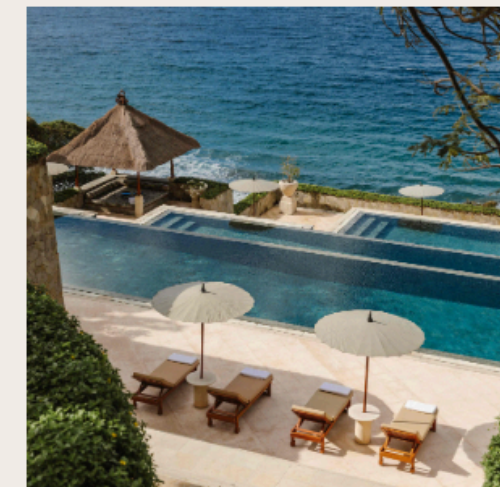
BANGKOK, THAILAND  
**Aman Nai Lert Bangkok**  
Aman Nai Lert Bangkok nests within the seven-acre green oasis of Nai Lert Park in Thailand's capital, seamlessly blending the city's dynamic energy...



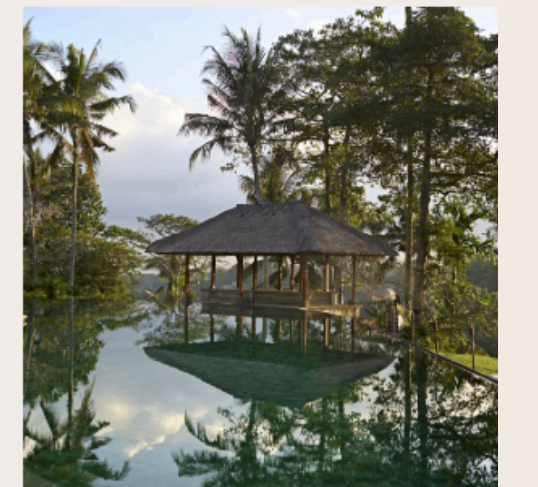
NEW YORK, USA  
**Aman New York**  
East meets West and old meets new. Manhattan's landmark Crown Building is reimagined as Aman New York, where the city's original architectural...



PROVIDENCIALES, TURKS AND CAICOS  
**Amanyara**  
Basking on the secluded shores of an 18,000-acre nature reserve, Amanyara's lush tropical pavilions and villas overlook half a mile of white sand...




MANGGIS, BALI  
**Amankila**  
Claiming a breathtaking stretch of coastline on the Lombok Strait, Amankila rests on a lush hillside beneath sacred Mount Agung. Connected by...



UBUD, BALI  
**Amandari**  
Presided over by a sacred stone tiger, Amandari was designed after a traditional Balinese village on the verdant lip of the Ayung River Gorge. Free...

Pricing itself also functions as a status signal. For example, nightly rates at Aman New York can range from approximately three thousand to twenty thousand dollars per night. Combined with the brand's limited number of properties, this pricing structure communicates scarcity and reinforces Aman's ultra-luxury positioning.

Aman's digital strategy focuses on creating a deep emotional connection. The website prioritizes experience and aspiration rather than convenience or speed. This approach is effective because instead of making the brand feel easily accessible, it maintains a sense of distance and privilege. Aman demonstrates how a luxury hospitality brand can use digital platforms not simply as booking tools, but as immersive storytelling environments that reinforce exclusivity and desire.



**Beach Pavilion**

Situated directly on the beach, each 65m<sup>2</sup> (700sq.ft) air-conditioned Beach Pavilion provides the comfort of a Pavilion, as well as a terrace,

**From €4,330 / night**  
Including taxes & fees

[View Rates & Offers](#)

- Private 9.5m heated pool
- Views of the Aegean sea
- King-size bed
- Shaded terrace
- Open-plan living and sleeping areas
- Dressing room / vanity
- Bathroom with shower only
- Access via a private entrance

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## Elements Resonance

Spring-Summer 2026

[WOMEN'S COLLECTION](#)

[MEN'S COLLECTION](#)

The website itself functions as a cultural space to share the brand's philosophy and core values. Brunello Cucinelli AI introduces a zero-navigation structure where users scroll through a storytelling visual experience. This AI environment displays authenticity by embracing hand-made watercolor drawings that replace the common digital layouts and indicate a human component.

The brand also constantly brings you back to its home in Umbria. The restored medieval hamlet of Solomeo is a powerful symbol of exclusivity and heritage. You'll even see references to thinkers like Pericles and Confucius to signal intellectual depth and cultural authority. Buying Brunello Cucinelli doesn't feel like simply purchasing clothing. It feels more like owning a piece of Italian artistry, something rooted in place, history, and human intention.

The website feels like a digital version of walking into one of their boutiques.

Through the Online Boutique AI, you can type something like "an elegant summer dinner outfit," and it will suggest a full look for you. It doesn't just show products; it curates them, almost like a sales associate would in-store. Even the way they describe their pieces is poetic, with sensory language like "soft, velvety hand" or "slightly shimmering, matte effect." It makes you imagine how the garment feels, not just how it looks. At the same time, they reinforce craftsmanship through very specific fabric compositions, for example, "96% cashmere, 3% nylon, 1% elastane." Those details signal quality, precision, and rarity.

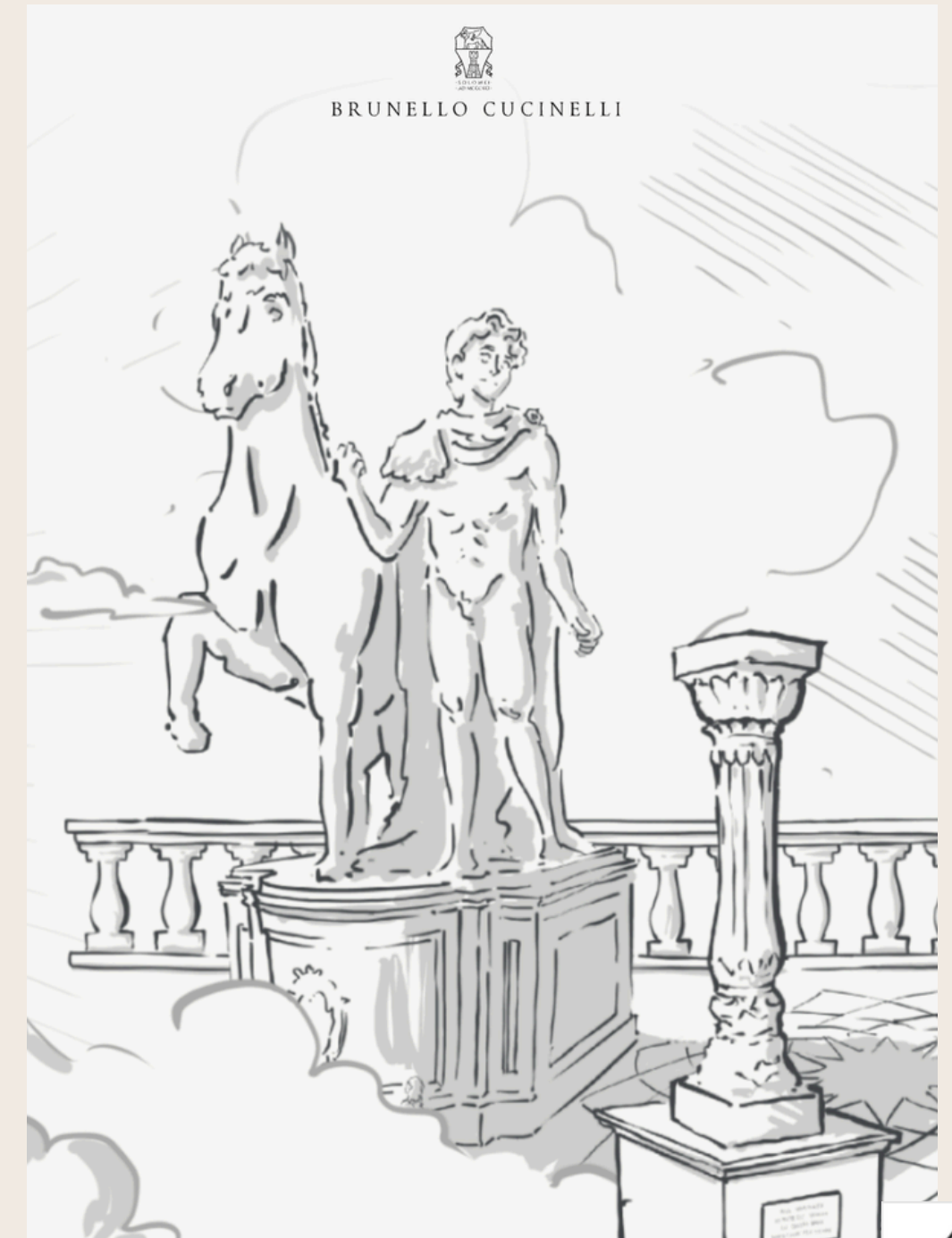
To assess how the brand's customer service model performs in practice, I contacted them via email and requested an appointment. When I asked about their vicuña fabrics, they replied within 30 minutes and offered to schedule a phone consultation. Then I requested a made-to-measure suit for May 17, almost three months in advance. The boutique told us the timeline was already tight and needed approval from the North America Head of Made-to-Measure, which we received the next day. That moment says a lot. The brand doesn't adjust to the client. The client adjusts to the brand. They proposed a fixed appointment window, 10 to 12 p.m., and expected me to work around it.

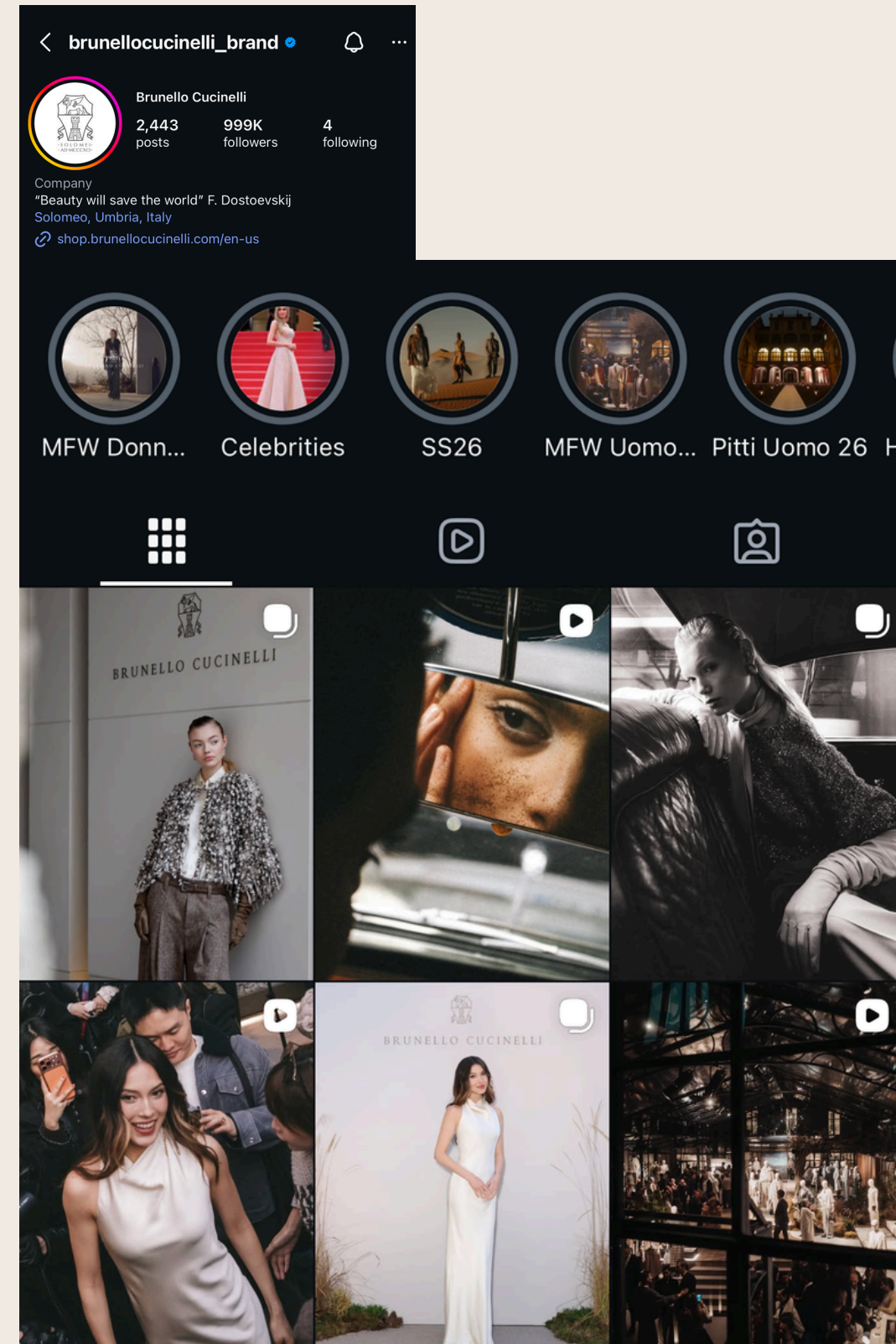
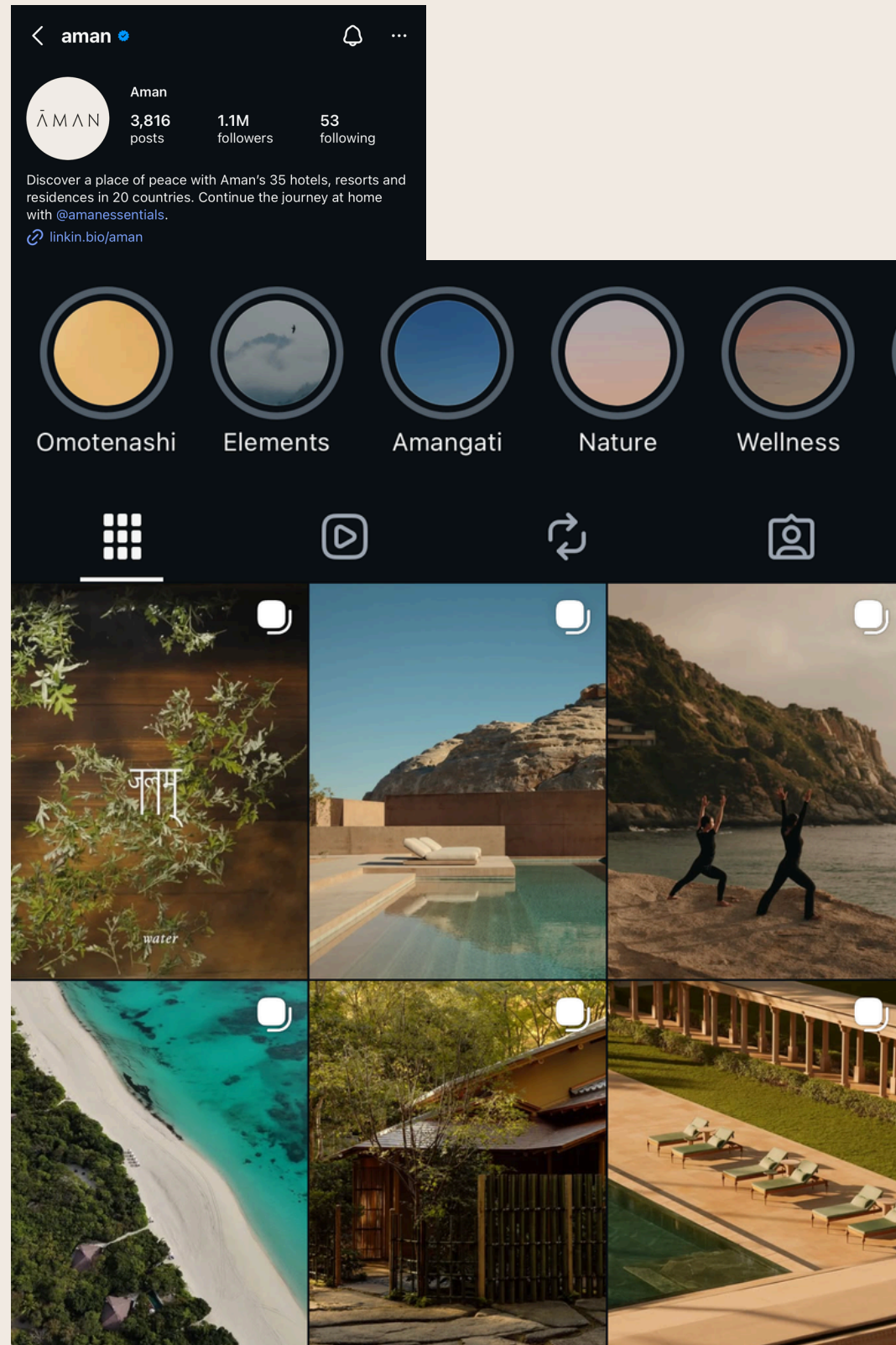
They also explained four different vicuña-based fabrics in detail, but they don't publish that information online. They reserve it for serious clients. And of course, the price reinforces everything: about \$19,000 for the jacket and \$14,500 for the trousers.

In this sense, Brunello Cucinelli presents itself as an authoritative figure that dominates its clients, controlling demand and without pandering to its customers' wishes. Acquiring a haute couture piece from Brunello Cucinelli is a patient journey: the waiting, the consultation, and the approval process become part of the experience itself.



BRUNELLO CUCINELLI





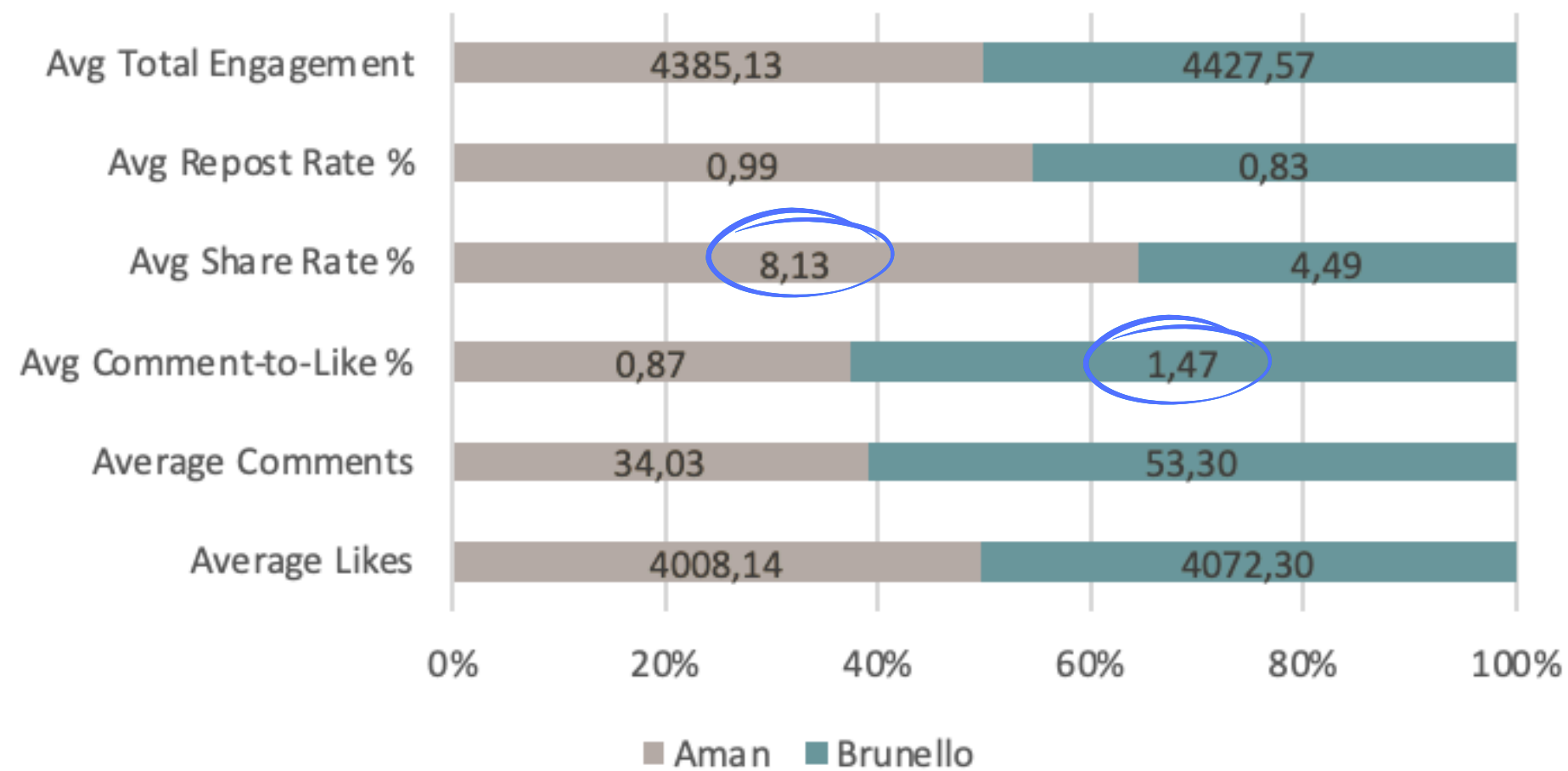
Aman's followers share their content a lot, 8.13% share rate. That means people are circulating Aman's aspirational imagery through their own networks. This reflects LBSI: Aman signals status through distribution and accessibility at scale.

Brunello's followers comment way more, 1.14% comment-to-like ratio, which is 1.69 times higher than Aman. Through LBSI, Brunello signals status through selectivity and intellectual alignment.

So Brunello's audience is actually engaging in conversation about craftsmanship and values. This reflects what we saw on their websites: Aman circulates desire at scale; Brunello attracts people who think deeply about luxury.

And neither brand responds to comments, they maintain distance and authority.

## Comparison Summary



## AREAS FOR IMPROVEMENT

Aman

- **Increase comments from 0.88 percent** while keeping that 8.13% share rate

Brunello

- **Bring new audiences in** without diluting what makes Brunello intellectually exclusive

## COMPARISON SUMMARY

Metric	Aman	Brunello	Difference
Average Likes	4008,14	4072,30	-64,16
Average Comments	34,03	53,30	-19,27
Avg Comment-to-Like %	0,87	1,47	-0,60
Avg Share Rate %	8,13	4,49	3,65
Avg Repost Rate %	0,99	0,83	0,17
Avg Total Engagement	4385,13	4427,57	-42,43