

CHROMATIC IDENTITY IN DIGITAL LUXURY: THE IMPACT OF COLOUR PSYCHOLOGY ON GENERATION Z AND MILLENNIAL FEMALE CONSUMERS

How do classic and contemporary fashion brands use colour in digital communications to influence Generation Z (Gen Z) and Millennial female consumers' emotions and shape brand perception?

01 INTRODUCTION

This project examines how luxury fashion brands use colour in digital communications and how younger generations perceive these strategies. The study highlights how digital luxury establishes a balance between heritage and current trends by concentrating on both classic (**Dior and Louis Vuitton**) and contemporary fashion brands (**Jacquemus and Miu Miu**). It analysed how colour evokes emotions, conveys luxury, and influences brand perception through a multi-method approach.

02 OBJECTIVES

- ▶ To study colour psychology in the context of fashion branding.
- ▶ To analyse how luxury brands use colour in different ways in digital areas.
- ▶ To examine the emotional impact of colour use on consumer perception.

03 RATIONALE

Luxury brands are progressively targeting Gen Z and Millennial female consumers; however, little research has been done on how these groups react to colour in digital branding. Despite colour's popularity in identity, heritage, and trend culture, its function on digital platforms (such as Instagram) and websites is often overlooked. The purpose of this study was to bridge that gap and produce insightful data for the market.

04 METHODOLOGY

The study employed an interpretivist philosophy, using an inductive approach, a qualitative mono-method approach with a cross-sectional time horizon, and a thematic analysis.

Visual Content Analysis: Instagram posts (images & videos): colour hue, tone, brightness, mood, layout, background, lighting, saturation, visual aesthetic, signified meaning.

Comparative Shop Analysis: brand website comparison of e-commerce and digital colour strategies.

Focus Group: Two focus groups with female Gen Z and Millennial consumers to investigate consumer perceptions.

Analysis: Braun & Clarke's thematic analysis and triangulation of all three research methods.

05 FINDINGS

Colour as a Signal of Luxury: Neutrals (black, beige, and navy) and pastels signal timelessness and elegance. Variations in colours and their strategic use are seen through seasonal campaigns.

Emotional Resonance of Colour: Strategic use of brighter tones and saturated hues (pink, yellow, red, and blue) attracts attention and curiosity.

Background, Contrast, and Visual Composition: Clean backgrounds, strong contrasts, and central framing helped products stand out and appear more luxurious.

Trendy vs Timeless: Jacquemus and Miu Miu were seen as trendsetters, while Dior and Louis Vuitton followed by selectively integrating trends to preserve their luxury heritage.

06 DISCUSSION

The findings support previous research demonstrating that colour acts as a cultural signal and a traditional code of luxury. While contemporary brands utilise vibrant and lively colours to appeal to younger generations, classic brands resort to subtle colour schemes to preserve their appeal. Strategies shaped by digital platforms, composition, and contrast play a huge role in highlighting digital visual storytelling techniques.

07 CONCLUSION

- ▶ Colour affects perception and attention more than final purchase decisions.
- ▶ Timelessness and consistency are key components of classic brands.
- ▶ Trend-driven colour schemes are explored in contemporary brands.
- ▶ For both types of brands, background, composition, and contrast are fundamental elements.

RECOMMENDATIONS

- ▶ Maintain a balance between heritage neutrals and trend-driven colours.
- ▶ Modify colour schemes according to the platform (social vs website).
- ▶ Colour should be used more for engagement than conversion.
- ▶ Track consumer responses and make seasonal adjustments.



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