

# **A Study on the Role of Strategic Storytelling in Building Brand Identity: Evidence from Ultra-Luxury Fashion Brands**

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## **ABSTRACT**

Every Ultra-Luxury Fashion Brand is constructed by far more than simply delivering superbly made products; they are also constructed through Storytelling, a construction of narratives (Self, Brand Heritage, Craftsmanship, and Exclusivity) which serve to communicate Brand Identity to consumers. This research paper explores how Strategic Storytelling represents one of the primary methods of constructing Brand Identity for those ultra-luxury fashion brands with both historical prestige and superior craftsmanship. To investigate how the most prominent luxury brands (i.e., Hermès and Chanel) leverage Storytelling to create consumer perceptions of their brands and reinforce Brand Value, employed both branding theory and qualitative case analysis (i.e., narrative elements of established luxury brands). Utilising secondary sources such as Advertising campaigns, Brand Communications and documented Brand histories, the Research identifies Four Key Strategic Storytelling Dimensions Used by Established Luxury Brands, which create Emotional Attachment, Perceptual Authenticity and Prestige for the Brand. This research demonstrates that Strategic Storytelling is a part of the structural components of Brand Identity and not only to promote Brand. Strategic will also create Sustainable Long-term Brand Equity for the ultra-luxury Fashion Sector by embedding Cultural Significance, a meaning into the Brand, while also reinforcing the notion of Exclusivity. This study shows existing literature on modern Brand Development by providing a framework for the use of Storytelling as a Strategic Asset in the Development of Identity in the Ultra-Luxury Fashion Market.

**Keywords:** Strategic Storytelling, Brand Identity, Ultra-Luxury Fashion Brands and Brand Equity

