



Opulence is way easier to scale



samara

Okay, also 1d

...

I'll bite. I work with a lot of people in the luxury hotel space. Overall, I think for a long time opulence and price have been conflated with luxury when people are more likely to experience luxury in novelty, quality, and customization. Opulence is way easier to deliver on and scale than the personalization needed to create luxury.

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