

Architected for Elegance

The New Luxury Framework for Story-Led Growth.

Why luxury clients demand more than personalization and how Wunderkind helps deliver it.



The luxury market is shifting and clarity matters

60%

of aspirational shoppers worry about rising costs

51%

of Very Important Clients plan to increase spend.

Insight: Growth will come from recognizing high-value clients early and engaging them with experiences that feel personal, not promotional.

Personalization is no longer enough.

Core truths



Recognition drives relevance notice the client, not just the session.



Top clients crave curation, not campaigns.



Control creative, cadence, and craft.

Identity. Intelligence. Infrastructure.

The quiet architecture powering luxury growth.

3 Building Blocks



APIs

Deep interoperability across ESP, CRM, CDP, and clienteling.

SDKs

Lightweight, low-code identity capture.

Signals

Real-time decisions for who, what, and when.



Principle: Additive, not invasive – Build enhances existing systems while protecting brand governance.

Luxury requires discretion. Build ensures it



Highlights

IDs hashed & encrypted

Server-side secure

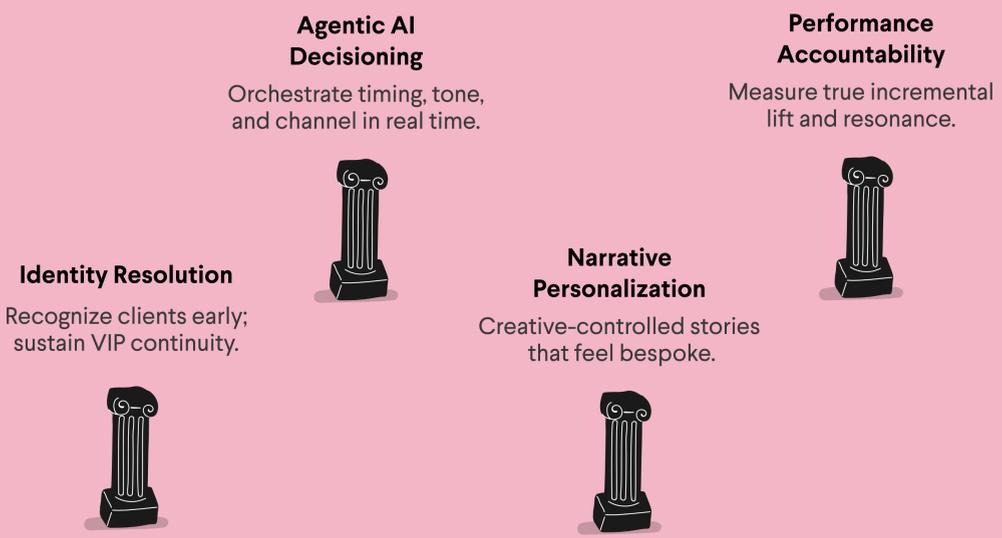
Consent-driven

No cross-maison data sharing

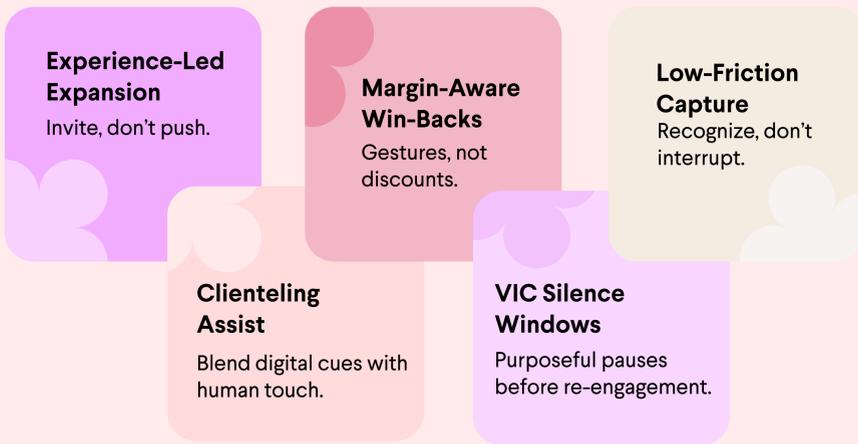
Fully compliant with GDPR, CCPA, and CPRA



From data to dialogue, powered by Build

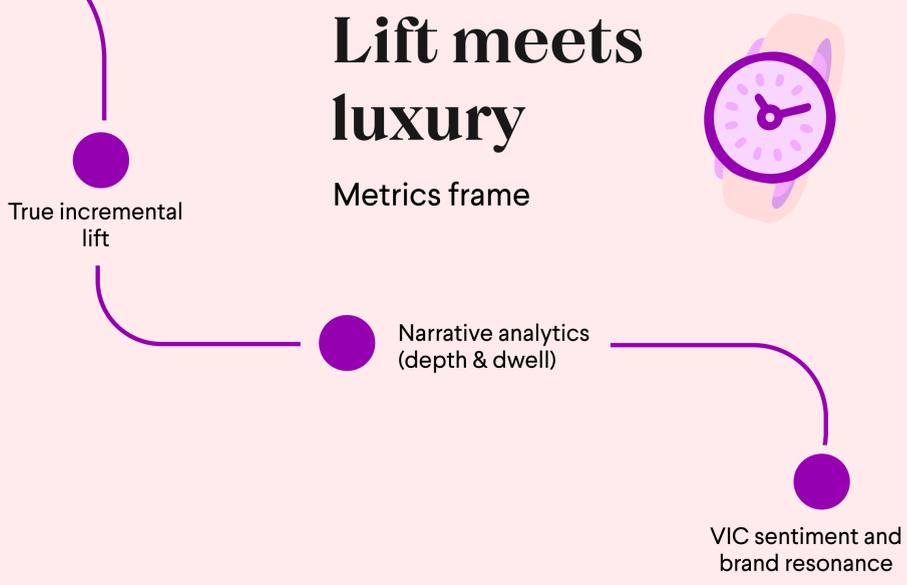


Elegant frameworks for every journey.



How identity fuels growth across touchpoints.

- Online ↔ Offline** Identity signals power editorial emails, boutique invites, and seamless continuity.
- Clienteling** Digital cues inform personalized, service-led outreach.
- Cross-Maison** Share insights — never data — across brands.



Quiet power for iconic brands

- Infrastructure that respects the brand — control and craftsmanship.
- The story — sequenced narratives, not noise.
- The client — recognition, discretion, and care.



Architected for elegance. Built for luxury.

[Discover How Build And Signals Turn Identity Into Intimacy](#)