Intentional Luxury: A Framework for Elevating Client Engagement in Luxury

**Intentional Luxury* introduces the path to Elevated Client Engagement, helping luxury teams create more meaningful and memorable client experiences.*



Intentional Luxury

PARIS, FRANCE, September 18, 2026 /EINPresswire.com/ -- The book Intentional Luxury: Elevated Client Engagement for Client-Facing Teams, written by Dr. Matthieu Mielet, is now available. Published by Palgrave Macmillan.

Drawing on more than a decade of international practice, research, coaching and training in the luxury sector, Intentional Luxury explores a central challenge facing luxury organizations today: how to create client experiences that go beyond excellent execution to generate genuine emotional connection, memorability and resonance.

Luxury is no longer defined by products alone. It is increasingly shaped by what clients feel throughout their journey, what they remember after an interaction, and what they choose to share with others.

The book is built around a simple conviction: Fine service is no longer enough.
A client interaction can be perfectly executed and still leave the client indifferent. In an environment where high standards of service are increasingly expected, differentiation comes from the ability to create experiences that feel intentional, personal and meaningful.

From Service to Elevated Client Engagement
At the heart of the book is the concept of Elevated Client Engagement, defined as the intentional craft of transforming transactions into moments of resonance.

Dr. Mielet introduces three dimensions through which client engagement can be understood, designed and elevated:

- Functional, ensuring expertise, ease, seamlessness and anticipation.
- Relational, creating authentic human connection through presence, empathy, adaptability and personalization.
- Sensorial, using environment, aesthetics, rhythm, gestures and attention to detail to create a distinctive and coherent experience.

Rather than treating these dimensions separately, Intentional Luxury explores how they can be intentionally orchestrated to create experiences that clients remember, value and seek again.

The book addresses both individual and organizational dimensions of client engagement. It examines the changing expectations of modern luxury clients, the way emotional impressions and memories are formed, and the role of client-facing professionals as experience makers and emotional architects.

It also considers how leadership, culture, autonomy, training, coaching and organizational systems must work together for Elevated Client Engagement to become a sustainable capability rather than the isolated effort of exceptional individuals.

Practical tools, frameworks, reflection exercises and assessment approaches throughout the book are designed to help professionals translate these principles into everyday practice.

A Book for Client-Facing Teams and the Leaders Who Support Them. Intentional Luxury is written for professionals working across luxury retail, hospitality and other high-end service environments, from client advisors and frontline teams to retail leaders, trainers, experience strategists and senior executives.

Its ambition is practical: to provide a common language and actionable framework for organizations seeking to move from transactions to relationships, from service delivery to engagement, and ultimately from transaction to memory.

About the Author
Dr. Matthieu Mielet is Managing Partner at Oktave, a Swiss-based agency specializing in client experience and business performance for luxury brands.
A strategist, consultant and expert in luxury Client Engagement, he has spent more than a decade designing and delivering consulting, coaching and learning initiatives for international luxury organizations and their client-facing teams.

Having lived for 15 years in China, he combines a global perspective on luxury with extensive experience of Asian markets and cultures.

Matthieu holds a doctorate from the University of Monaco, where his research focused on Client Engagement and the productive balance between selling and serving.
Intentional Luxury brings together insights developed throughout this journey and translates

them into a structured framework for professionals seeking to elevate the way luxury is experienced through human interaction.

Availability
The book is available through Springer Nature and Amazon.
Springer Nature: https://link.springer.com/book/10.1007/978-3-032-17530-4
Amazon: https://www.amazon.com/dp/3032175291

A 60-minute keynote, inspired by the key concepts and frameworks of Intentional Luxury, is also available for conferences, leadership events, and corporate gatherings.

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