



|the|thought\*  
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it is a long, and a beautiful journey.

enriched by a thousand and one experiences, as are all long, and beautiful journeys.

a journey begun in the spring of 2008 with the creation of the thought\*, whose original approach and consulting offer had been defined from a specific vision of what was *then* the luxury fashion and beauty system. a vision which had itself emerged at the end of a cycle of 7 years, that the founder of the thought\*, Lydie Valentin, had spent within this system, working, observing and analyzing it *from the inside*.

the concretization and the sharing of this vision, through its implementation in the various projects conducted by the thought\*, led Lydie Valentin to wish to explore the intuitions emerging from her observations of the *mutations* of the luxury fashion and beauty *system*, precisely those of its *brands*.

this, in two different, yet perfectly complementary ways.

on the one hand via the think tank\*\*\*, an editorial platform created and launched in the fall of 2011 to explore *what could make sense* in the mutations of luxury fashion and beauty brands, what could reflect their propensity to associate sense and sensibility in their decision-making, and the ways in which this could be embodied in their creations.

on the other hand via a formal research, pursued in an academic context from the fall of 2011 to explore *the impact* of these mutations on *the experience* of luxury fashion and beauty brands, precisely on the ways of being touched, of appreciating and responding to the new emotional, sensory and aesthetic influences thus exerted by these brands.

from these exploratory research, conducted throughout 7 years, emerged a renewed vision of *the luxury fashion and beauty system*, from which the approach and the consulting offer of the thought\* have been redefined, and the editorial platform of the think tank\*\*\* reconsidered as a space for the deepening, development and extension of this vision.

this long, and beautiful journey continues, enriched by a thousand and one new experiences to come.

the vision of the *contemporary* luxury fashion and beauty system that has emerged from the exploratory research conducted by Lydie Valentin considers and addresses the brand as *the gravitational center* of this system, from, through and around which creatives, their collaborators, their partners and those who feed their imaginary contribute to the *existence*, the *experience* and the *radiance of the aura* of contemporary luxury fashion and beauty.

this renewed vision thus incorporates and relies on a central concept - *the aura*. it unfolds in the first place from the 7 facets that compose the aura of contemporary luxury fashion and beauty *brands*, as they have been identified in the framework of these exploratory research as those whose experience contributes to the perception of these brands *as* luxury brands.

this vision is led to be unfolded in a *holistic* perspective, revealing, reflecting and enhancing in this way the inter/multidisciplinary character of the exploratory research that made it emerge.

the vision of the *contemporary* luxury fashion and beauty system that has emerged from the exploratory research conducted by Lydie Valentin is intended to be simultaneously revealed, shared and implemented via the thought\*, and deepened, developed and extended via the think tank\*\*\* in view of their respective *raison d'être*. it is therefore at the origin of their respective *metamorphoses*.

from this vision stems the metamorphosis of the thought\* into *a cell of inspiration, exploration and creation* dedicated to *the prospective, strategic and creative decision-making process* of contemporary luxury fashion and beauty brands, whose approach and consulting offer have been reinvented and redefined so that the experience of *the aura* of these brands is fully *lived*, and contributes to their perception *as* luxury brands.

from this vision also stems the metamorphosis of the think tank\*\*\* into *a platform for conversation, meditation and imagination*, reconsidered as a space for the deepening, development and extension of this vision, so as to explore the concept of the aura *outside* and *beyond* that of the brand. it is therefore for the think tank\*\*\* to support the unfolding of *a holistic reflection* on the aura of contemporary luxury fashion and beauty.

the thought\* supports contemporary luxury fashion and beauty brands in their prospective, strategic and creative decision-making process by ensuring that the experience of *their* aura is fully *lived*, and contributes to their perception *as* luxury brands.

the intrinsically inter/multidisciplinary character of these three types of decisions is manifested in the renewed approach that the thought\* has of this process, itself reinvented in an inter/multidisciplinary perspective and based on three key commitments - *to inspire, to explore, to create* - which form the *raison d'être* of the thought\*.

to these commitments correspond the three constituent phases of the consulting offer of the thought\*, each of them relying on a specific approach, imagined, elaborated and designed from an inter/multidisciplinary perspective and on the basis of original qualitative methods, developed within the framework of the exploratory research conducted by Lydie Valentin.

the offer of the thought\* is revealed *on request*: do not hesitate to call us, to write to us, to make an appointment.

the metamorphosis of the thought\* results from that of its founder, Lydie Valentin, thanks to the variety of encounters, conversations, initiations, learnings, teachings, travels... that have inspired and nourished her exploratory research, and now influence her way of supporting contemporary luxury fashion and beauty brands in their prospective, strategic and creative decision-making process.

her vision of the contemporary luxury fashion and beauty system is accordingly brought to reflect and enhance in its unfolding the inter/multidisciplinary character of the research that has made it emerge, of the specific posture that she has developed and adopted in this context, and of all the new knowledge, practices and skills she has acquired throughout this cycle of 7 years.

for more information, do not hesitate to *consult her profile* (<https://fr.linkedin.com/in/lydievalentin>), to *connect with her* (<https://www.facebook.com/lydievalentin>), and/or to *contact her* ([lydievalentin@the-thought.com](mailto:lydievalentin@the-thought.com)).

the thought\* is neither an agency, nor a studio, but a *cell*, intended to be unfolded according to the circumstances, that is to say according to the expectations of its clients - whether the contemporary luxury fashion and beauty brands themselves, or the agencies and studios working for these brands.

the thought\* thus reaffirms the *open, flexible* and *evolving* nature of its own structure, and in addition claims its *nomadic* character, by positioning itself as a cell of inspiration, exploration and creation *in residence*, intended to move, to join, even to be incorporated within other structures.

this, in light of the way its founder, Lydie Valentin, now wishes and offers to support contemporary luxury fashion and beauty brands in their prospective, strategic and creative decision-making process: by favoring a presence *in situ*, with those who contribute to the *existence*, the *experience* and the *radiance* of the aura of these brands.



the thought\* supports contemporary luxury fashion and beauty brands in their prospective, strategic and creative decision-making process *when they need it*. this, regardless of the nature of the phase in which they find themselves - from their birth/creation to their maturity/reinvention. and accordingly, regardless of their stage of development and radiance.

from this consideration of *the life cycle* of these brands stem the systematic adaptation and personalization of the offer of the thought\*, unfolded not only according to the moment, but also to the context.

the offer of the thought\* is thus aimed at both *existing* contemporary luxury fashion and beauty brands and *those to come* - this, regardless of the context in which they are imagined, created and developed, including the academic context.

the possibilities for unfolding the offer of the thought\* are revealed *on request*: do not hesitate to call us, to write to us, to make an appointment.



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