



For this assignment given by Sotheby's Institute of Art for the course "Principles of Luxury: From Collectibles to Experiences," I have chosen the music business, focusing on luxury music experiences, an emerging niche at the intersection of art, legacy, spirituality, psychology, and emotional design.

✓ Bespoke Luxury Experience

The company I co-founded, Bring My Song To Life, offers high-value bespoke compositions for milestone moments such as weddings, anniversaries, and healing journeys. Each creation is a vessel of artistic mastery, ensuring that music resonates with the client's story, spirit, and legacy.

✓ Impeccable Care & Spiritual Connection

Unlike mass-market music services, this brand provides impeccable emotional and psychological care from the very first interaction, whether or not a person becomes a client. The process is intimate, relational, and rooted in wellbeing and spirituality, creating a safe space where clients feel understood, cherished, and deeply connected to the essence of their story.

✓ Organic Instruments & Natural Sounds

Environmental awareness and organics are at the heart of the brand's DNA. Musicians are capable of crafting compositions using natural instruments — wooden drums, acoustic guitars, bamboo flutes, violins, and pianos — blended with nature-inspired audio such as the gentle hum and buzz of bees. These organic harmonies embody a respect for planet, people, price, and product, the four pillars of modern conscious luxury.

✓ Customer Insight & Beautiful Outcome

Clients experience a profound sense of belonging and elevation — a feeling that they are not merely purchasing a song but participating in an act of creation that mirrors their essence. They leave feeling seen, loved, and expanded, carrying music. Modern HNW and UHNW clients seek depth, discretion, and presence. This brand meets that desire by transforming music into an art form of legacy — a living artifact of energy and emotion that transcends sound itself.

✓ Brand Positioning & Technology

Bring My Song To Life positions itself as a luxury music house, merging selective technology with human mastery. Artificial intelligence supports personalization — analyzing lyrical preferences and timing — yet human intuition and energy remain the guiding force. The soul drives creation; technology simply refines the path.

✓ Quality, Reputation & Pricing

The brand's quality and reputation justify its high-end pricing. Bring My Song To Life has long been recognized in the mainstream market for delivering exquisite music experiences; this offering establishes a new benchmark, reflecting the depth of artistry, intentionality, and soulful craftsmanship. This standard mirrors the values upheld in other luxury realms — where care, presence, and lasting resonance define true worth.

✓ Future Pathways

Future developments include an empowerment program for luxury creators and strategic partnerships with private and family offices, heritage brands, and masters of the universe who appreciate timeless treasures that transcend commerce.

Bring My Song To Life doesn't sell songs; it curates sacred, relational experiences, timeless treasures woven from human connection and soul.

— Mylène Besançon

