

**Should You Actually Combine Luxury and Virtuality?
A Brand Essence Perspective**

SHORT ABSTRACT

We demonstrate that augmented reality (AR) product display of luxury products can have detrimental consequences for luxury brand perception. Drawing from essentialism literature, we show that a product offering in AR captures less of a luxury brand's essence. That, in turn, negatively affects luxury brand perception (i.e., brand attitude).

keywords: *augmented reality, luxury brand, brand essence, brand attitude*