



Hello I'm

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Bridging Theory and Practice

OMG!



Part 1
of the series

LOVE, LUST AND LOYALTY

A BRANDING NARRATIVE



INTRODUCTION

Is it better to be
Lusted upon
or
Loved

OMG!

The latest triumph from Giuseppe Tornatore (the writer and director of the Academy Award winning "Cinema Paradiso"), "Malena" is an utterly unforgettable story of a boy's journey into manhood amid the chaos and intolerance of World War II. In a sleepy Italian village, the most beautiful woman in town, Malena (Monica Bellucci), becomes the subject of vicious gossip among the lustful men. But only Amor... stor... cap... Awa... Malena... to new neigh... of... courage and independence.

OMG!



MALENA

An ALLIANCE ATLANTIS Release. MIRAMAX FILMS and MEDUSA FILM Presentation A MEDUSA FILM/MIRAMAX FILMS Production of a Film Written And Directed by GIUSEPPE TORNATORE. MONICA BELLUCCI in "MALENA". Introducing GIUSEPPE SOLFARO. Based on a Story by LUCIANO VINCIENZONI. Screenplay by GIUSEPPE TORNATORE. Director of Photography LAJOS KOLTAI A.S.C., H.S.C. Art Director FRANCESCO FRIGERI. Set Design BRUNO CESARI. Costumes MAURIZIO MILLENOTTI. Edited by MASSIMO OLIVAGLIA. Music Composed, Orchestrated and Directed by ENnio MORRICONE. Producers HARVEY WEINSTEIN CARLO BERNASCONI. Executive Producers BOB WEINSTEIN TERESA MONEO FABRIZIO LOMBARDO MARIO SPEDALETTI. Line Producer MARIO COTONE for PACIFIC PICTURES srl. Directed by GIUSEPPE TORNATORE.

SOUNDTRACK AVAILABLE ON ITALIAN WITH YELLOW ENGLISH SUBTITLES

*BEST FOREIGN LANGUAGE FILM, 1999. ©2000 MIRAMAX HOME ENTERTAINMENT. ALL RIGHTS RESERVED. "ACADEMY AWARD" IS A REGISTERED TRADEMARK AND SERVICE MARK OF THE ACADEMY OF MOTION PICTURE ARTS AND SCIENCES (AMPAS). THE OSCAR® STATUETTE IS ALSO A COPYRIGHTED PROPERTY OF AMPAS. USED WITH PERMISSION.



MALENA



MALENA



Decoding why **MALENA** was so **FAMOUS**



Learning from the

MALENA

Movie



The **MarkAsm** Perspective



Arousal — She hijacks attention

- Malèna does not speak much.
- She simply walks.
- And the town stops.
- Men drop what they are doing.
- Women look away.
- The boy freezes.

This is **pure Arousal**:

- Visual dominance
- Emotional spike
- Instant attention

She is emotionally loud without saying a word.

She is felt.



Scarcity — She is emotionally unavailable

Malèna is:

- Married
- Isolated
- Distant
- Silent



No one has access to her.

There is no emotional availability.

No explanation.

No intimacy.

**This creates scarcity of meaning.
And scarcity creates chase.**

The men chase.

The gossip spreads.

The desire grows.

She doesn't need to invite it.

Her distance manufactures it.

Fantasy — Everyone projects a story onto her

- Nobody knows Malèna.
- So everyone invents her.
- Men imagine her as seductive.
- Women imagine her as dangerous.
- The boy imagines her as perfect.
- She becomes a **mirror for desire**.

That is fantasy:

**We don't desire what we know —
we desire what we imagine.**

Malèna is not a person yet.

She is a **screen for projection**.





MarkAsm Quotes



Malena teaches us something brutal about desire:

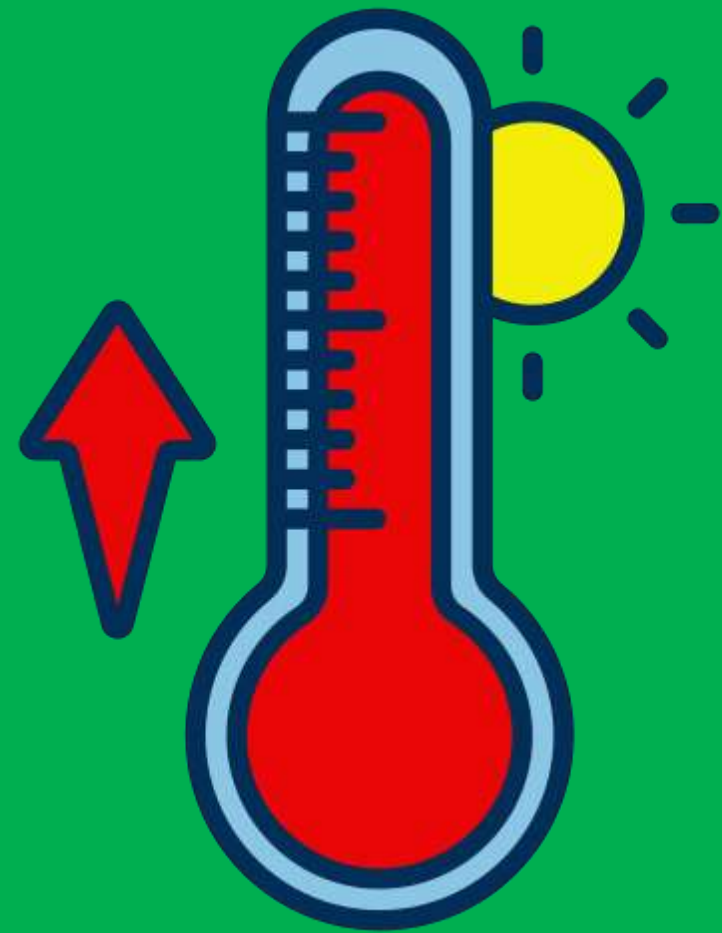
We don't chase what we understand.

We chase what we can't have.

And that is why the world's most powerful brands behave just like Malèna — distant, selective, and always just out of reach.



MarkAsm Quote



LUST NEEDS DISTANCE.

Love needs closeness.

Is it better to be... **Lusted upon or Loved?**

I'm delicious!



OMG!

Lusted Upon



Loved

I'm adorable!



Lust creates
instant
attention

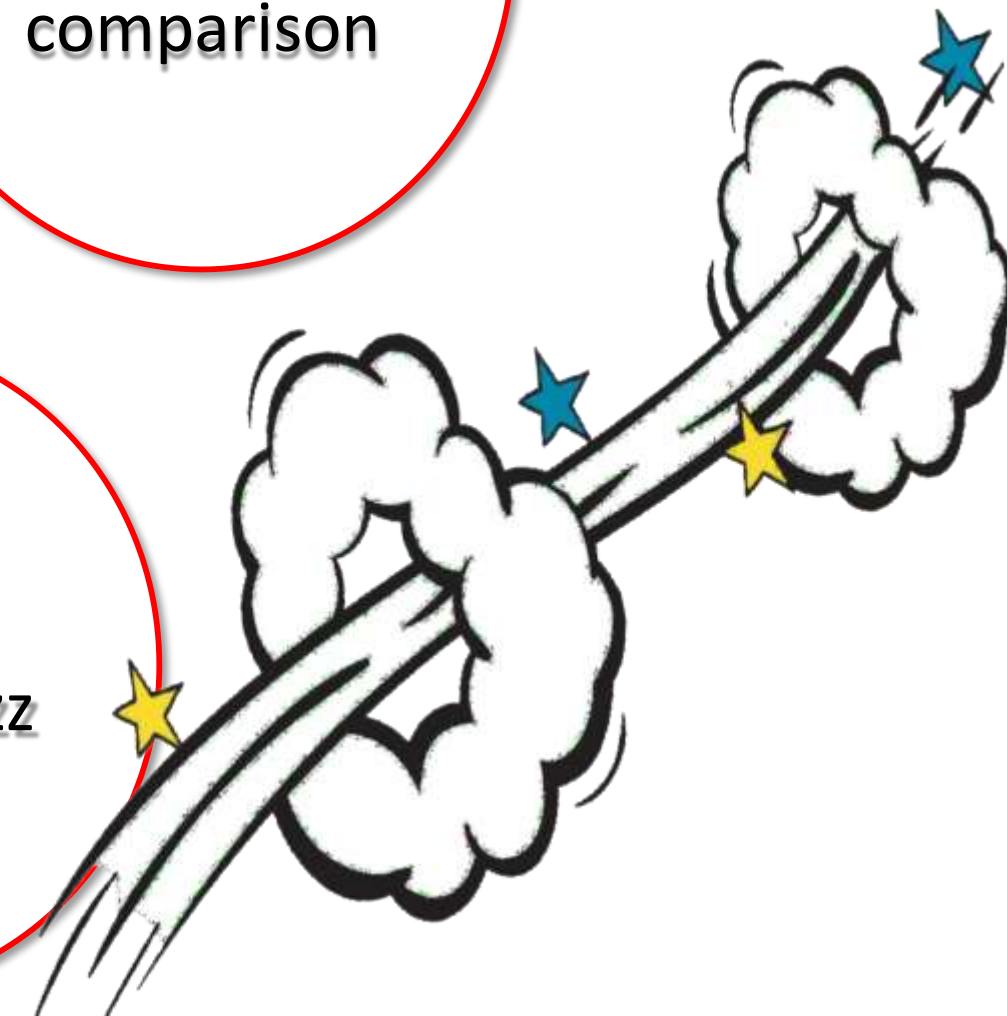
Lust triggers
action
without trust



Lust thrives
on
uncertainty

Lust exploits
social
comparison

Lust fuels
cultural buzz

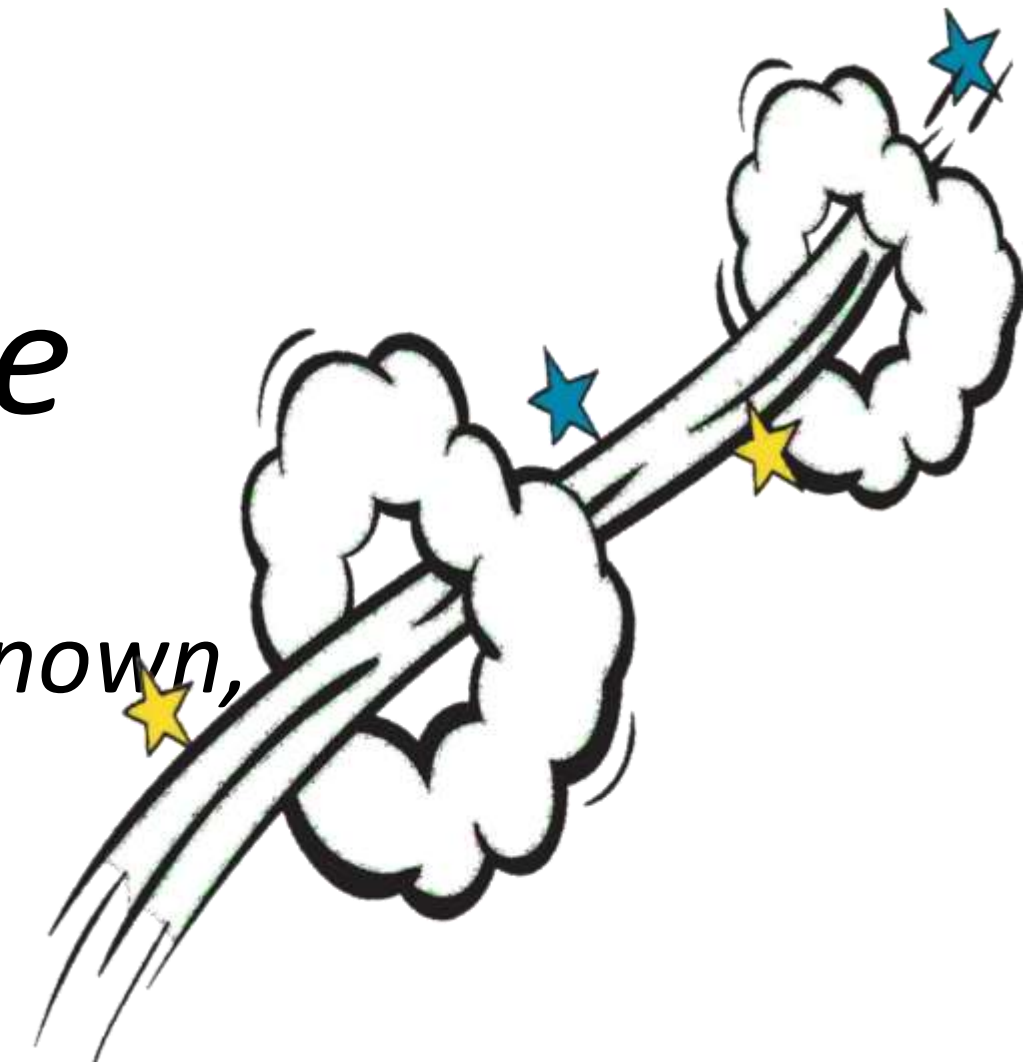




BRAND LUST (MarkAsm Definition):

Brand Lust is when
AROUSAL *makes everyone look,*
FANTASY *makes everyone imagine,*
and **SCARCITY** *makes everyone chase*

*— just like Malèna, who was desired not because she was known,
but because she was seen, imagined, and unreachable.*



Brand
Lust
=
F.A.ST



F.A.ST Model

* Speakers creation

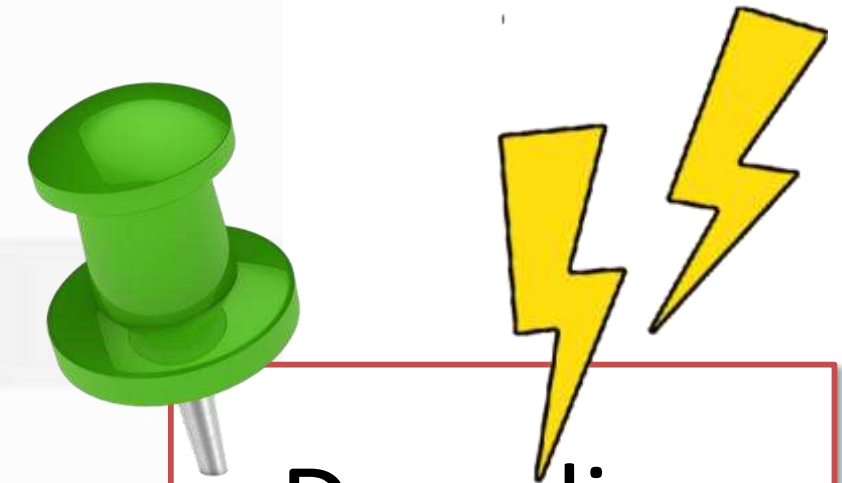


Arousal sparks Fantasy
and Fantasy fuels Scarcity



Supreme

How Supreme Turns Want into Wealth



Decoding how a brand turns out to be **LUSTY**



SUPREME LOUIS VUITTON TRUNK
sold: \$13,000



SUPREME EVERLAST PUNCH BAG
sold: \$4,000



SUPREME BOX LOGO T-SHIRT
sold: \$3,600



SUPREME FENDER STRATOCASTER
sold: \$8,500



SUPREME NORTH FACE
LEOPARD NUPTSE
\$3,650



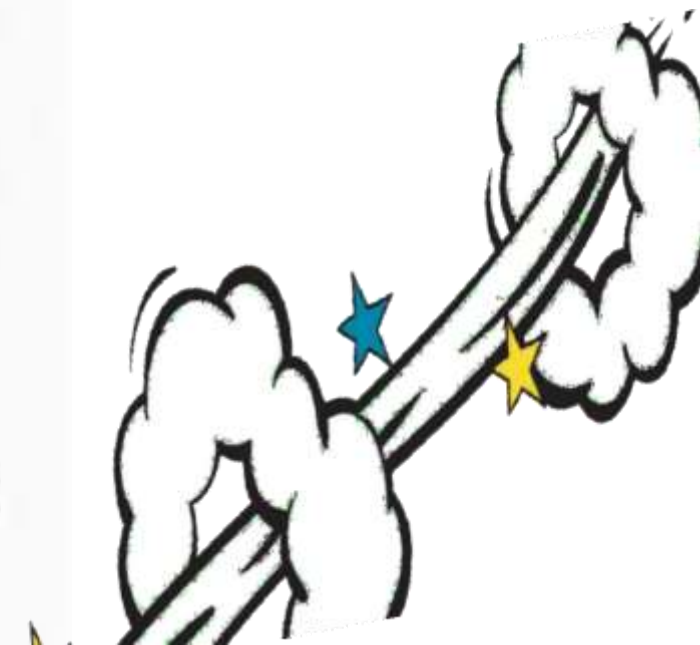
SUPREME COLEMAN MINI BIKE
sold: \$3,400



SUPREME BOX LOGO T-SHIRT
sold: \$3,600



SUPREME DAMIEN HIRST SKATE
DECKS
sold: \$8,500



Why
SUPREME
is a **F.A.ST**
model

Why Supreme is FAST

✦ Arousal

- Bold red box logo
- Shock value, counter-culture visuals
- Instant dopamine hit on sight

Why Supreme is FAST

✦ Fantasy

- Skater rebellion → street royalty
- Owning Supreme = cultural insider status
- You imagine belonging before owning

Why Supreme is FAST

✦ Scarcity

- Weekly drops
- Artificially limited supply
- Queues, bots, resale chaos

F.A.ST Score: 10/10

Supreme does not build love, trust, or long-term attachment.

IT BUILDS

WANT → RUSH → CHASE.



The Economics of Brand Desire



BALENCIAGA



BALENCIAGA TRIPLE S SNEAKERS
sold for: **\$950**



BALENCIAGA TRIPLE S LEGO
sold for: **\$5,750**



BALENCIAGA HOURGLASS BAG
sold for: **\$2,750**



BALENCIAGA TRIPLE S LEGO
SNEAKERS
sold for: **\$5,750**

Decoding how a brand turns out to be **LUSTY**



BALENCIAGA BRASS TENNIS RACKET
sold for: **\$3,300**



BALENCIAGA TISH BAG POUCH
sold for: **\$1,790**



BALENCIAGA CASH TOWEL
sold for: **\$950**

Why
Balenciaga
is a **F.A.ST**
model

Google

- why is balenciaga
- why is balenciaga so expensive
- why is balenciaga so weird
- why is balenciaga cancelled
- why is balenciaga so popular
- why is balenciaga so ugly
- why is balenciaga so famous
- why is balenciaga so expensive and ugly
- why is balenciaga so expensive reddit
- why is balenciaga so stupid
- why is balenciaga selling destroyed shoes



Why
Balenciaga
is a **F.A.ST**
model

Why Balenciaga is FAST

✦ Arousal

- Provocative, polarizing designs.
- “Ugly luxury” shock effect.
- Visual overstimulation

Why Balenciaga FAST

✦ Fantasy

- Anti-fashion, elite irony.
- Wearing Balenciaga = intellectual dominance“.
- I get it, you don’t” identity

Why Balenciaga is FAST

✦ Scarcity

- Limited runs
- Drop culture inside luxury
- Fast trend obsolescence



F.A.ST Score: 9/10

Desire is imagined, debated, flaunted

—
not bonded.





How to
MEASURE
Brand Lust
for **YOUR**
brand?

AROUSAL (Do we excite people?)

- This brand gets my attention instantly.
- I feel a rush when I see this brand online.
- This brand feels more exciting than its competitors.
- I find myself stopping to look at this brand.”

☞ **High score = visual & emotional pull**

FANTASY (Do we live in their imagination?)

- This brand represents the kind of person I want to be.
- I imagine a better version of myself with this brand.
- This brand fits the life I aspire to.
- I daydream about owning or using this brand.

☞ **High score = aspirational power**

URGENCY (Do they feel FOMO?)

- I would feel bad if I missed out on this brand.
- I feel I should get this brand before others do.
- This brand feels scarce or special.
- I'm willing to go out of my way to get this brand.

☞ **High score = desire-driven motivation**

How to Create Brand Lust

STAGE 1 — AROUSAL — Make Them Notice & Feel

Goal: Make people *notice* and *feel something* before they understand.
Create an **emotional spike** that makes people stop scrolling.

What to do	How to execute	What to track	Example
Target tastemakers	Seed products to high-status culture creators	Mentions, reposts	Supreme gives to skaters
Show behind-the-scenes	BTS of shoots, founders, design	Saves, comments	"Inside our design studio"
Visual shock	Strong colors, cinematic edits	Watch time, shares	Red box logo
Emotion over logic	Faces, motion, storytelling	Engagement	Nike launch videos

Rule:

Things that are harder to get can be priced higher.

How to Create Brand Lust

STAGE 2 — FANTASY — Make Them Imagine Themselves

Goal: Make the brand a **symbol of who they want to be**. Turn desire into conversation.

What to do	How to execute	What to track	Example
Show aspirational users	Feature people your audience wants to be	Tagging, UGC	Supreme skaters
Sell lifestyle	Content about identity, not product	Profile visits	“Street royalty”
Use identity language	“Become”, “Belong”, “Live”	Brand recall	Apple “Think Different”
Curate access	Invite-only groups, VIP lists	Signups	Nike SNKRS

Rule:

Lust spreads faster through people than through ads.
Remember- Lust is about who I become, not what I buy.

How to Create Brand Lust

STAGE 3 — URGENCY (SCARCITY / MASTERY) — Make Them Chase

Goal: Make buying feel like entering a private club. Make your website like an elite showroom. Turn Desire into Action.

What to do	How to execute	What to track	Example
Create drops	Weekly or monthly launches	Sell-out speed	Supreme drops
Restrict supply	Underproduce on purpose	Waitlist size	Limited sneakers
Build countdowns	48h → 24h → 3h → 1h alerts	Open rates	Drop emails
Lock your website	Only open during releases	Conversion rate	Hype brand sites

Rule:

When you own the relationship, you don't need algorithms.
FOMO beats persuasion

KEY
BRAND
LUST
METRICS

Metric	What it means
Sell-out speed	How strong desire is
Waitlist growth	How powerful fantasy is
UGC volume	How contagious your brand is
Drop-day traffic	How much frenzy you create
Repeat drop buyers	Who is becoming addicted

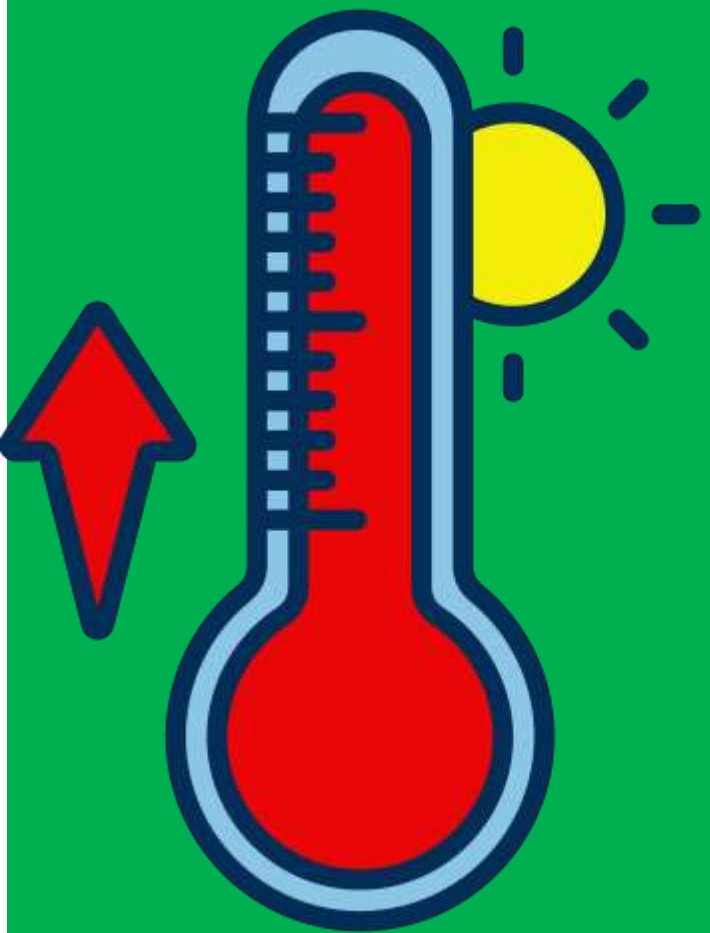


MarkAsm Quote

Arousal makes them look.

Fantasy makes them dream.

Urgency makes them buy.



Branding
Translation
Very Powerful

What **BRAND LUST** can do
that **BRAND LOVE** cannot

What Brand Lust can do:

- Launch unknown brands
- Create hype with zero heritage
- Drive trial without loyalty
- Make people switch *once*

What Brand Love cannot do:

- Make an unknown brand famous overnight
- Sustain excitement through mystery
- Trigger impulsive adoption at scale

OMG!





MY DAD, MY HERO
*in life and in spirit
always with me*



THANK YOU!

All my students forever

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THANK YOU

TEAM MARKASM

