

# Men's Luxury Watch Market: Sex Appeal and Status in Advertising

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## EXECUTIVE SUMMARY

*The purpose of this research is to determine the effect on purchase intent of luxury watches based on advertisements using celebrity models or non-celebrities, celebrities who have both perceived sex appeal and status appeal, and the most effective watch placement in a luxury watch advertisement. We concluded that purchase intent will be greater using a celebrity model rather than a non-celebrity, that a celebrity who has both sex and status appeal will increase purchase intent of a luxury watch more than a celebrity model who has only sex appeal, and that watch placement in a luxury watch ad does not have a large effect on purchase intent.*

**Keywords:** Luxury, Watches, Advertising, Sex appeal, Status, Celebrity, Models