



# NÜMO

**Creating wearable experiences that resonate with the user's inner world and enhance emotional connection.**

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# Background Of Emotional Economy



## Definition of the Emotional Economy

Emotional economy refers to an economic form with people's emotional needs, emotional values, and emotional experiences as the core driving force. In the emotional economy, consumers' purchasing decisions are not only based on the practicality and functionality of the product, but also influenced by emotional factors, brand image, emotional connection, and the experience economy. It emphasizes the promotion of consumption through the creation of emotional resonance and emotional experience, especially in the fields of entertainment, tourism, brand culture, advertising and marketing, etc., and emotions have become an important factor in driving market demand and consumer behavior.

The rise of the emotional economy is closely related to changes in the social context such as technological advancement, changing consumption attitudes, globalization, multiculturalism, social pressures and awareness of sustainable development, which promote brands to meet consumer needs through emotional resonance and promote economic transformation.



## Contemporary Emotional Economy

Marketing Professor Roland T · Rust predicts that with the development of artificial intelligence, the "emotional economy" will be more important than the "thinking economy" in the next 15 years - just as machines have taken over most of the labor tasks of human beings, making human beings move from the "physical economy" to the "thinking economy", artificial intelligence is likely to take over many rational jobs and let us enter the "emotional economy". At the same time, I think that in the era of AI, the emotional connection between humans is also the main feature that distinguishes them from machines, which is even more valuable.



# Consumer Of Emotional Economy



## Consumer Behavior

The emotional economy emerged as a new highlight in the consumer market in 2024. In particular, young consumers are increasingly inclined to purchase products or services that meet their emotional and psychological needs to regulate their emotions.

This trend has given rise to "emotional consumption," covering aspects such as interest – driven consumption, self - indulgent consumption, and emotional companionship. Consumer characteristics in 2024 were marked by an increase in emotional drive and social connection. They expect to achieve emotional connection and resonance in the process of consumption. The younger generation, especially Generation Z, has become the main force of consumption.



The emotional economy has demonstrated great potential in multiple fields. The market sizes of sectors such as games, concerts, and pet - raising have increased. For example, in 2023, the actual sales revenue of the Chinese game market exceeded 300 billion yuan, and the pet consumption market has expanded. Consumers are willing to pay for "emotions" and tend to choose products/services with high emotional value.



## Culture-derived Emotional Economy

The culture-derived emotional economy covers idols, otaku, film and television, music, sports, games, culture and tourism, social media and education, etc. It connects consumers through emotional resonance, in-depth participation and community belonging, and promotes the consumption of derivatives, activities, experiences and content, forming a highly viscous economic ecology and demonstrating the fusion of diversified cultures and commercial values.

# KEY Elements Of The Brand Culture Emotional Economy



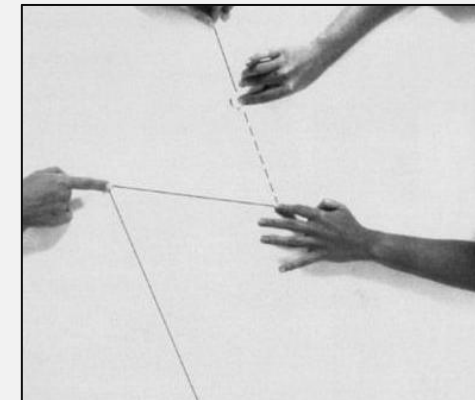
## Characteristic

- Core drive
- Participants
- Consumption motivation
- Consumption behavior
- Implementation method



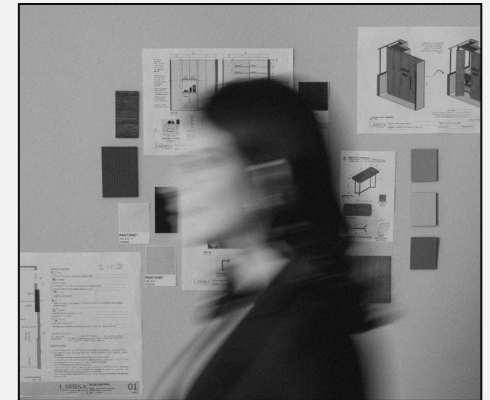
## Fan Economy

- Cultural IP or idol attraction
- Fan base
- Emotional worship of idols or IP
- Emotionally driven and impulsive
- Peripheral derivatives, fan activities



## Brand Emo Economy

- Brand Story and Values
- Ordinary consumer
- Approve brand sentimental value
- Combine rationality and sensibility
- Brand experience, emo resonance



*Through my research on the Culture-derived emotional economy  
I found that the three essential elements of a successful brand emotional economy are:*

## 1. Emotional Resonance

Stimulate consumers' emotional identity through brand stories, cultural values or product design, and form deep connections.

## 2. Personalized Experience

Focus on consumer needs, we provide customized products and services to enhance users' sense of exclusivity and satisfaction. Build a variety of interactive ways, promote consumer participation, and form a two-way emotional exchange between brands and users..

## 3. Community Affiliation

Build a brand community or fan base, enhance user loyalty through emotional bonds, and achieve word of mouth.

# Steps of Brand Emotional Economy



## Service Side

- ✓ Personalized Services: Service providers analyze consumers' emotional needs through AI and provide customized service experiences.
- ✓ Develop tribal initiation mechanics: *Starbucks'* secret menu linguistics fostering insider semiotic fluency



## Product Design Side

- ✓ Personalized Products:
- ✓ Design for Emotional Resonance: Emotional elements are integrated into product design. For example, emotional connections with consumers are established through storytelling, cultural symbols, etc.



## After- sales Side

- ✓ Emotional Care: After - sales services include attention to consumers' emotional states, such as regular emotional care greetings.

# Trend of Emotional Economy In The AI Era

## Emotional Recognition and Analysis

AI can recognize and analyze consumers' emotional states, helping enterprises better meet consumers' emotional needs.

## Personalized Recommendation System

AI technology can provide personalized product recommendations based on consumers' emotional preferences.

## Intelligent Customer Service and Companionship

AI - driven customer service systems and intelligent companion devices can provide emotional support, enhancing consumers' satisfaction and loyalty.

## Emotional Data Analysis

By analyzing consumers' emotional data, enterprises can better understand consumers' needs and thus offer more precise emotional products and services.

## Technological Breakthroughs Driving Emotional Economy Evolution



### Key Advances:

These innovations transition emotional AI from "mechanical responses" to "symbiotic empathy", achieved through algorithmic-hardware-data synergy for computable and engineerable human emotions.



**Hardware:** NVIDIA H200's 141GB HBM3e memory and 4.8TB/s bandwidth enable efficient processing of multimodal data (text, speech, vision). Google TPU v5 handles 240 trillion emotional features/sec.



**Software & Models:** Multimodal emotion recognition fuses text, voice, and micro-expressions. Generative AI synthesizes dynamic tones and narratives (e.g., Character.AI), supported by LLMs with long-term memory for personalized emotional modeling.

# PEST

## 01 Politics

- Enhanced data privacy protection: Regulations such as GDPR drive AI emotional computing towards compliance
- Digital economy support: Policies to encourage "AI+ service" innovation

## 02 Economy

- Emotional premium market expansion: The global emotional economy is worth \$1.7 trillion (McKinsey 2023), with AI-tailored services contributing 35% premium.
- Member economy upgrade: AI predictive services triple LTV (user lifecycle value)

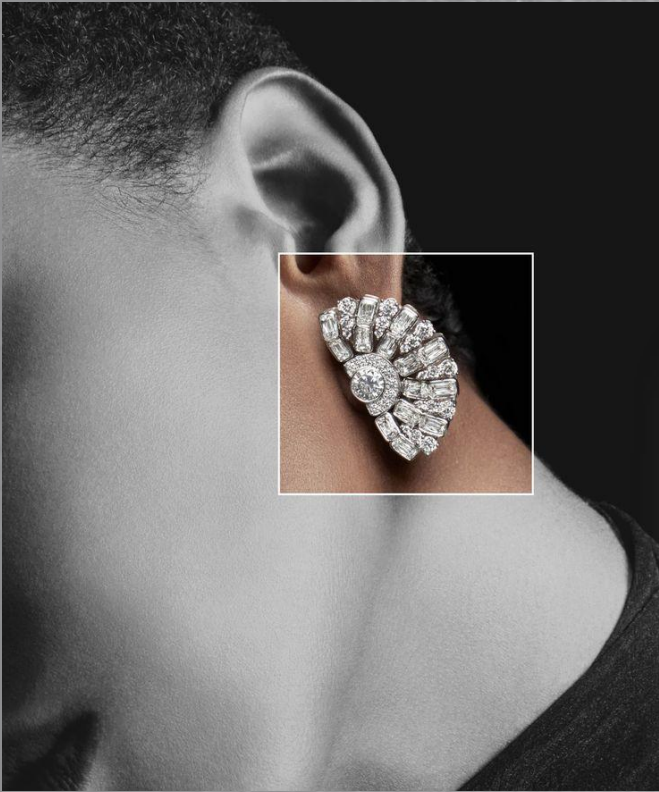
## 03 Society

- Intergenerational migration of emotional consumption: Gen Z is willing to pay a 47% premium for emotional experiences
- Community fission acceleration: The AI-powered Lululemon Yoga community achieves 300% user spontaneous propagation

## 04 Technology

- Emotional computing enables emotion recognition through NLP/ biosensing
- Generative AI: AIGC achieves "story-driven design" scale

# Jewelry Market Background



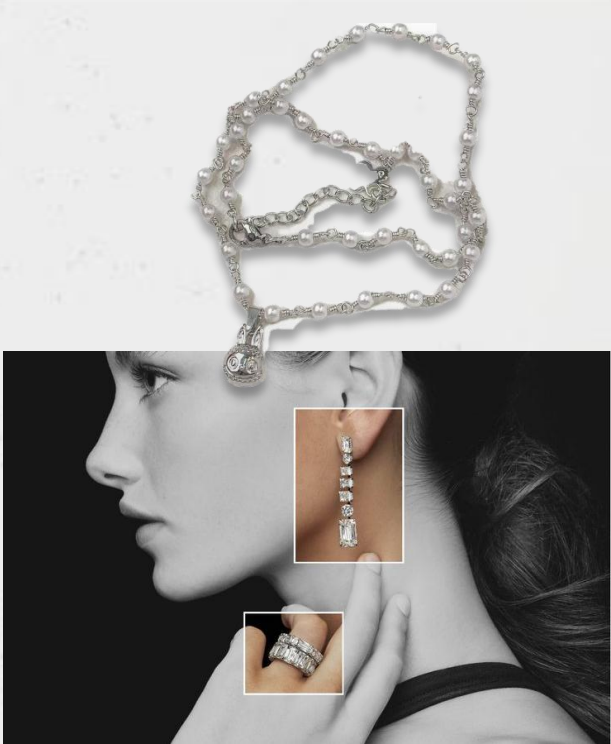
## Jewelry as Emotional Medium

China's jewelry market was valued at USD 89 billion in 2023, primarily fueled by Gen Z and Millennials—over 70% of whom buy jewelry as self-reward. Symbolic jewelry like jade experienced sales growth of 15.8%, reaching ¥150 billion, with Gen Z making up 44% of these consumers.



## Emotional Economy Rising

In 2023, the global emotional economy market reached \$1.7 trillion, driven by Gen Z who pay up to 47% premium for emotional experiences. Emotional lifestyle brands thrived significantly—Labubu achieved annual sales exceeding ¥2 billion, and Jellycat saw a year-over-year growth of 65%, highlighting the increasing demand for emotionally resonant products.



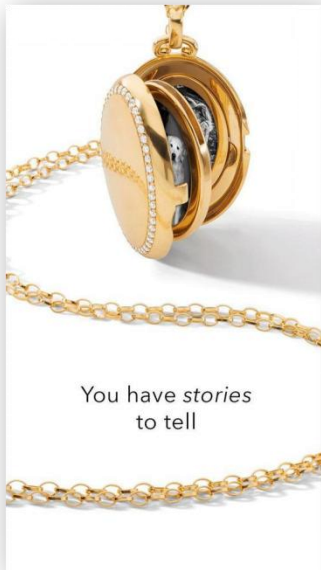
# Jewelry — A Tangible Carrier of Emotion

- **Psychological Comfort:**

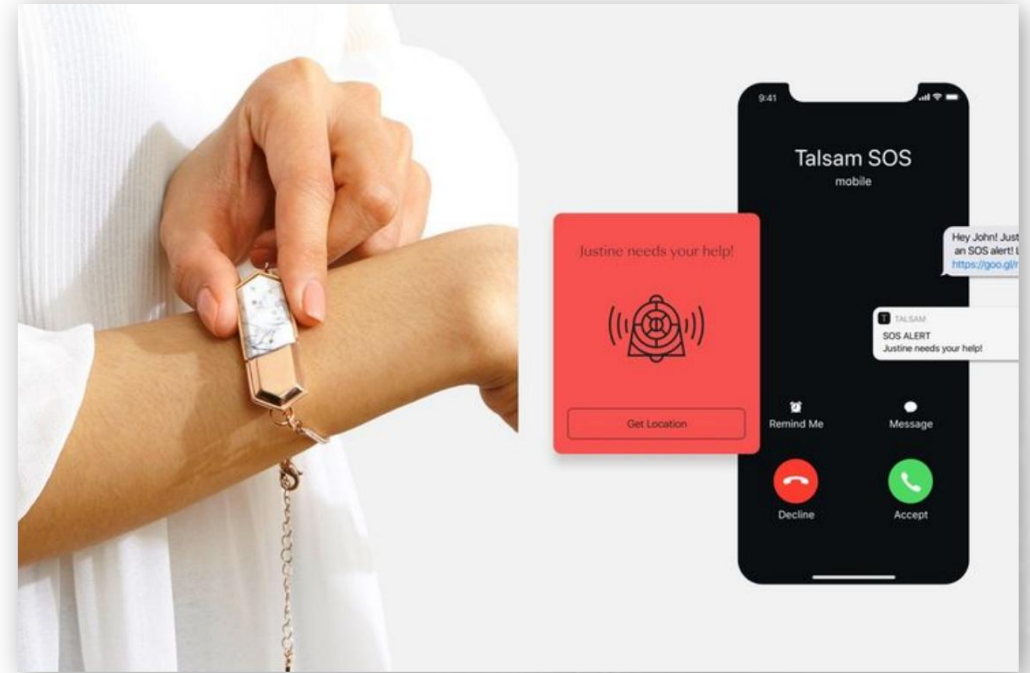
The tactile quality and color of gemstones offer emotional healing and grounding.

- **Narrative & Personalization:**

Customized pieces reflect identity and personal journeys, forming wearable stories.



**In the emotional economy, jewelry is more than an accessory —it is a medium of connection, memory, and self-expression.**



- **Spiritual Symbolism:**

Religious icons like the Hamsa or Evil Eye embody belief and inner protection.

- **Emotional Bonding:**

Engagement rings and keepsake lockets carry stories of love and legacy.

# Future Evolution of Emotional Jewelry

## 01 Technology - enabled:

Sensors, AR, and AI enhance interactivity and data-driven intimacy.

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## 02 Cultural Revival:

Traditional craftsmanship merges with modern emotional narratives.

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## 03 Emotional Sociality:

Jewelry fosters connection across space and communities.

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## 04 Therapeutic Aesthetics:

Colors and materials help relieve stress and support mental well-being.

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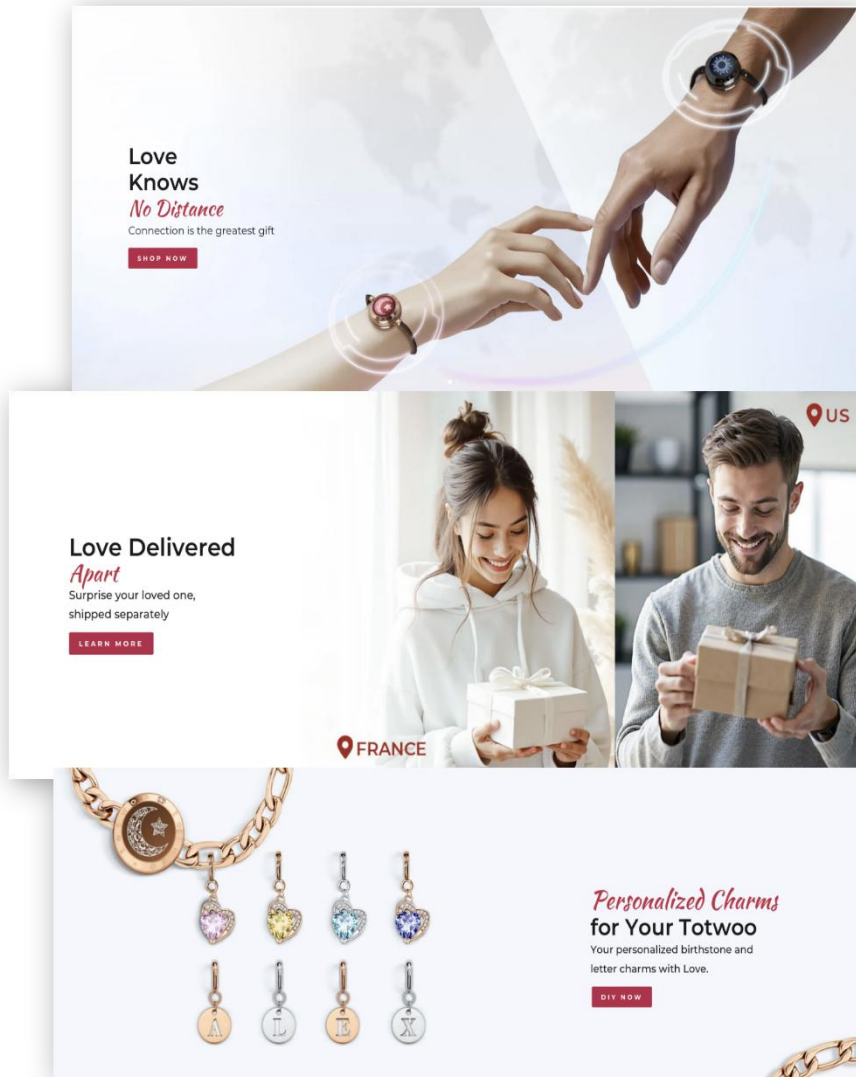
## 05 Ethical Materials:

Recycled and bio-based materials reflect emotional and ecological awareness.



*Jewelry will become part of an emotional ecosystem—connecting sustainability, wellness, and culture.*

# Smart Jewelry case study- TOTWOO



TOTWOO is a smart jewelry brand that combines technology with fashion, founded in 2015 by Italian jewelry designer Marco Dal Maso and Chinese entrepreneur Wang Jieming. The brand name stands for “TOGETHER WITH YOU,” symbolizing connection and companionship. TOTWOO integrates Bluetooth, sensors, and chips into jewelry pieces, enabling features such as long-distance interaction, emotional expression, and health reminders. Signature products include the “couple rings” and “heartbeat necklaces.”

## Emotional Tech Positioning:

Focused on "long-distance emotional interaction," it resonates with young consumers' desire for emotional connection and ritualistic expression, creating strong brand differentiation.

## Fashion Meets Function:

Combines smart technology with elegant design, offering both aesthetics and utility, breaking away from the typically bulky look of traditional wearables.

## Scenario-Based Marketing:

Promotes products as ideal for moments like long-distance relationships and anniversaries, leveraging social media to evoke emotional engagement and drive purchases.

## East-West Design Integration:

Merges Eastern emotional expression with Italian craftsmanship, enhancing both cultural depth and visual appeal.



# Brand Story

## Why We Started

In today's emotional economy, brands like Labubu (annual sales ¥2B+) and Jellycat (65% YOY growth) have proven that emotional resonance is key. Inspired by this shift—and the fact that 70% of young consumers buy jewelry as self-reward—we created a jewelry brand that combines emotional intimacy, cultural symbolism, and interactive design.



## Our Vision

We believe jewelry should embody emotional intelligence, transforming accessories into wearable emotions. By integrating meaningful symbolism, sensory technology, and contemporary aesthetics, our pieces foster deeper emotional connections and empower individuals to express their true selves.



## Customer Needs

- Products balanced functionality and style
- Emphasis on comfort, durability, and suitability for everyday scenarios
- Offer personalization and customization to fulfill self-expression
- Provide reliable after-sales service to build trust
- A brand philosophy with emotional resonance to cultivate long-term user relationships

## Convenience

- Omnichannel presence (official website, e-commerce platforms, offline experience stores)
- Fast logistics and clear return/exchange processes
- Mobile-friendly interaction and easy ordering via social media

## Cost (Total Cost to Customer)

- Transparent and competitive pricing across product ranges
- Reduce psychological burden of purchase and returns (e.g. free trial period, guaranteed returns)
- Stable quality and practical functions to lower maintenance and replacement costs

## Convenience (Ease of Purchase)

- Omnichannel presence (official website, e-commerce platforms, offline experience stores)
- Fast logistics and clear return/exchange processes
- Mobile-friendly interaction and easy ordering via social media

## Product

### Emotion-Resonance Earrings

- Design Features: Lightweight, streamlined, and refined with a discreet bone-conduction module.
- Core Function: AI-powered real-time emotional analysis, transmitting soothing music or emotional comfort through bone conduction, offering a private and comfortable listening experience without in-ear devices.

### Heartbeat-Sensing Ring/Bracelet

- Design Features: Minimalist and elegant circular form, equipped with a subtle micro “breathing light” on the inner band.
- Core Function: AI-driven emotion recognition, with soft breathing-light feedback that changes in rhythm and color according to the wearer’s emotional state.

## Promotion

- Emotion-centric messaging: “Wear your mood”, “Dress in your feelings”
- Co-created content with KOLs and authentic user-generated stories (UGC)
- Themed campaigns tied to festivals or special occasions, such as “Emotional Constellation Project” or “A Gift to My Future Self”

## Price

- Positioned as mid-to-high-end value-based pricing, reflecting both emotional and technological premiums of AI-powered jewelry.
- Earrings: ¥1299 – ¥2599
- Rings: ¥1599 – ¥3299
- Personalized AI customization service available as a subscription (¥199/month), offering continuous emotional support.

## Place

- Multi-platform presence: official website, mini-programs, Tmall, Amazon, and offline experience stores
- Scenario-based sales: e.g. tech fairs, design markets, cultural spaces
- International expansion with local partnerships or overseas warehouse support

# Brand & Logo Creation Concept

BRAND & LOGO CREATION CONCEPT



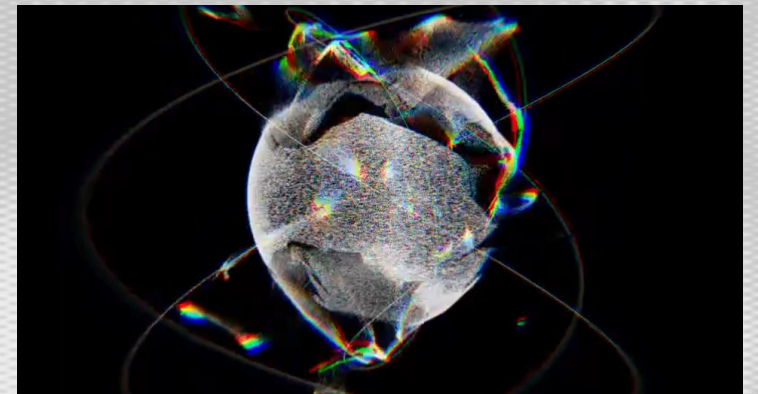
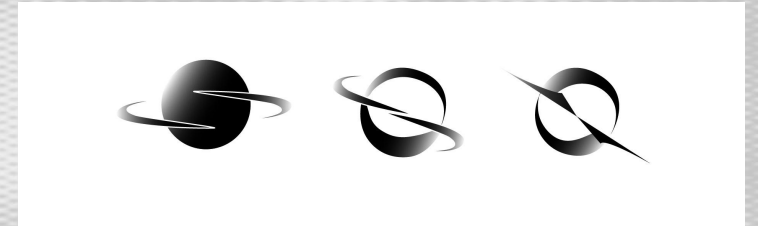
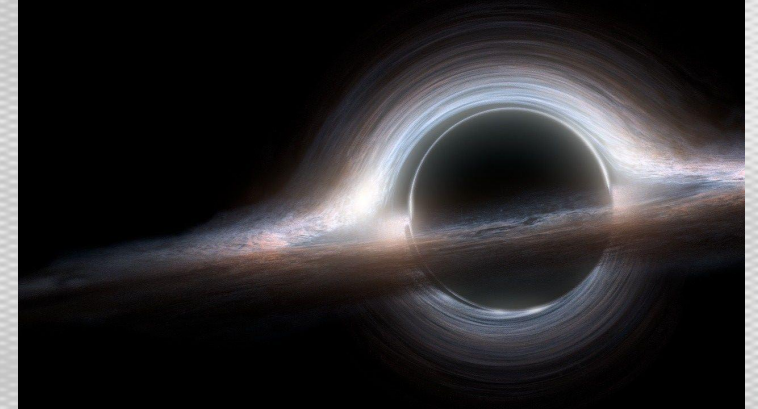
## Logo Inspiration

The logo draws from celestial visual elements, such as gravitational fields and orbital lines. These forms metaphorically express the way NÜMO creates emotional bonds, just like the invisible yet powerful gravitational forces between celestial bodies — subtle, enduring, and deeply interconnected.



## Brand Name Origin

NÜMO combines “New” and “Mood”, representing a futuristic approach to emotional jewelry. The name reflects the brand’s vision to sense and respond to evolving emotional states, creating wearable experiences that resonate with the user’s inner world and enhance emotional connection.



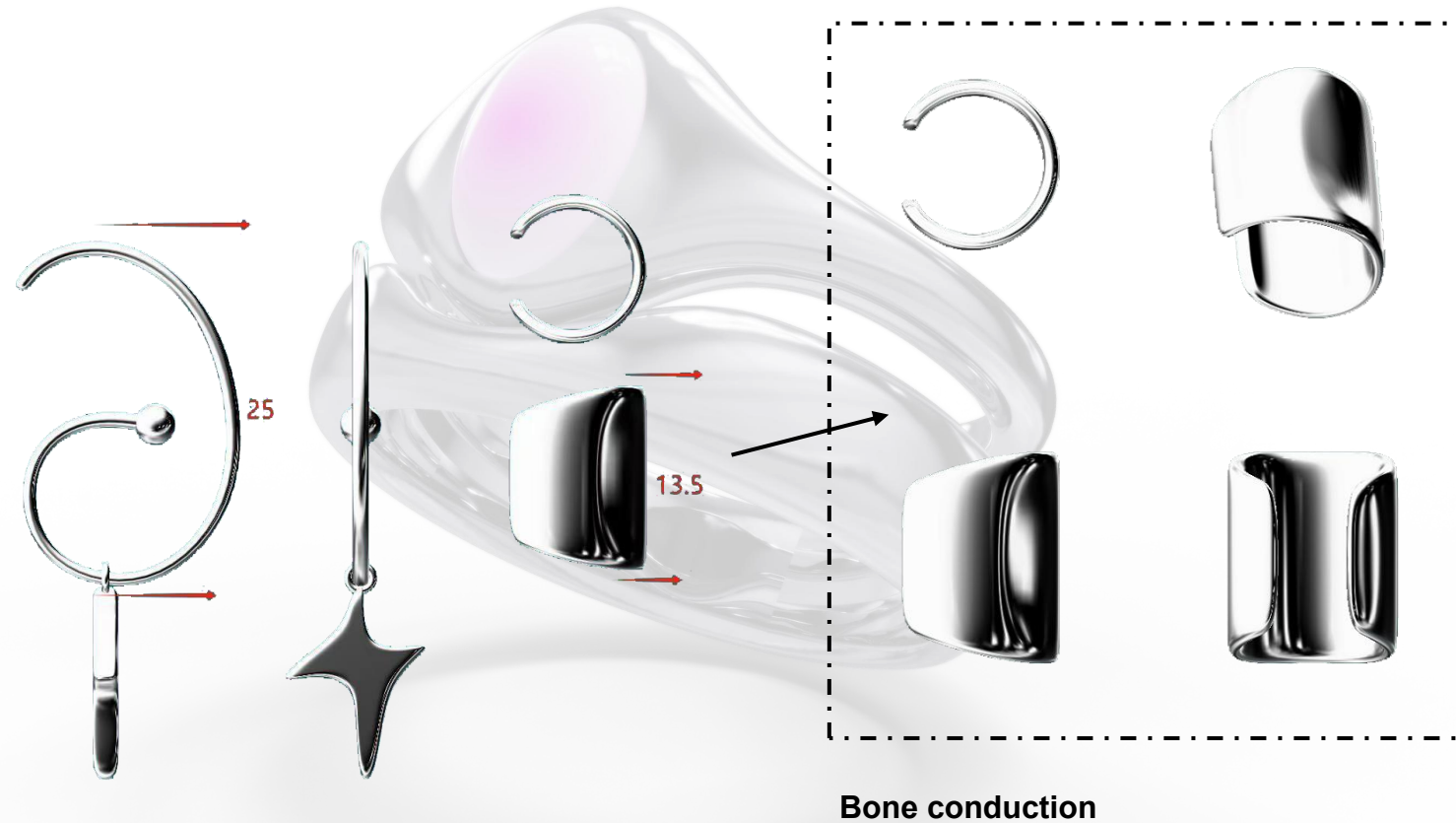
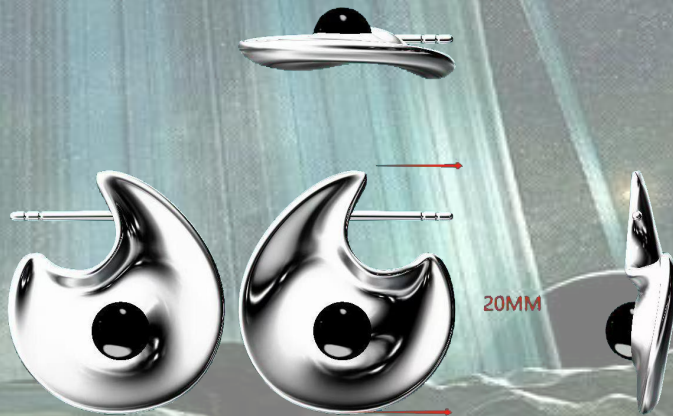
*Creating wearable experiences that resonate with the user’s inner world and enhance emotional connection.*

# Product design

Ring



Earring

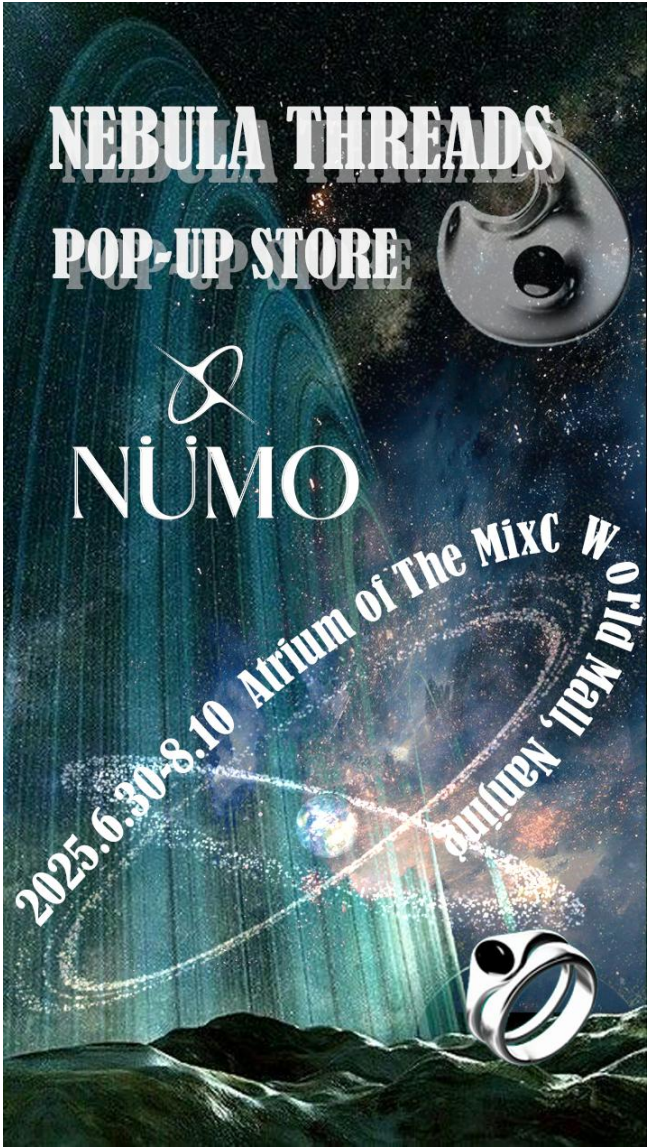


Bone conduction  
Ear cuff

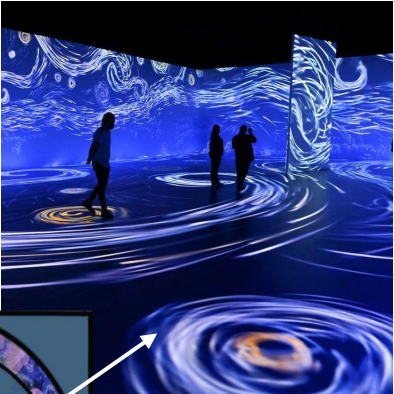
- Earrings: Based on real-time emotional analysis by AI, soothing music or calming voice messages are played through bone conduction technology.
- Heartbeat Sensor Ring/Watch  
The minimalist and elegant circular design features a smart micro breathing light on the inner side of the ring. The rings can be interconnected, making them seem to be accompanying each other.

# Promotion

PROMOTION



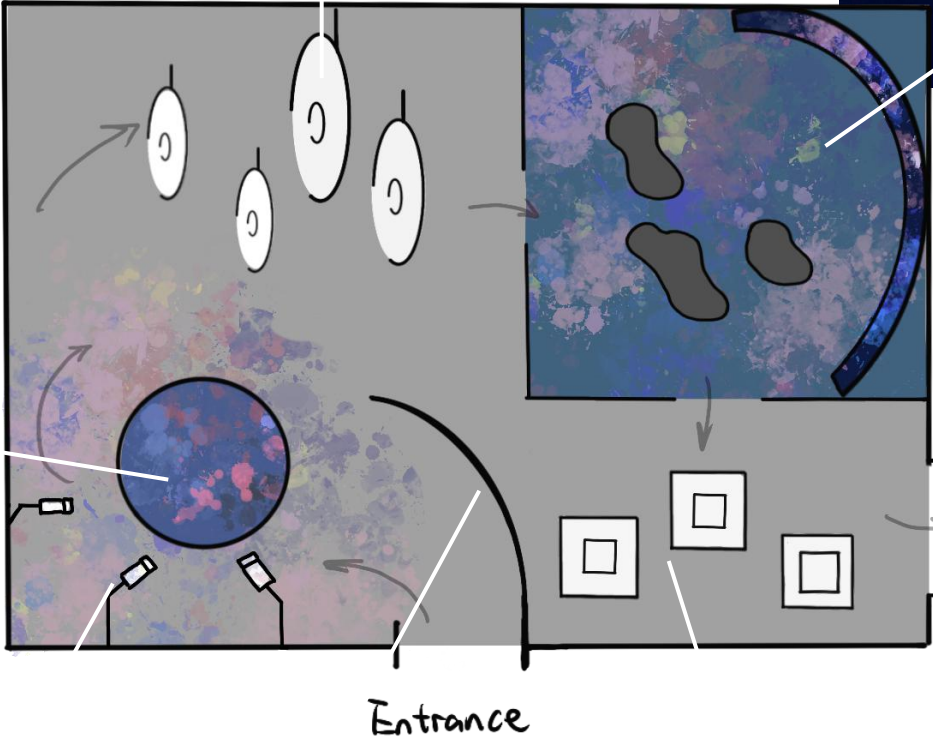
**Empathy Ring**  
A circular installation in the center holds jewelry as a symbol of intimacy. When two people approach, its lights intertwine like an emotional handshake or embrace.



Ar link in universe



**Emotion Planet**  
At the entrance, a large planet captures visitors' micro-expressions and heart rate via camera and AI, translating them into real-time light effects so each person's emotions leave a unique mark on its surface.



AI facial expression capture

Brand introduction

Jewelry display



# Touch point map

## Off-line

On the eve of the pop up store opening, a preparty will be held and 100 VIPs will be invited to the event.

Guests will arrive at the shop by online reservation and enter their information at the reservation hall.

The surveillance cameras will capture visitors' expressions and translate their moods into patterns and lights on Earth.

Visitors can jointly touch a device containing jewelry with other participants. The device changes color when contact is made simultaneously, symbolizing the connection between people.

In the AR Galaxy Hall, visitors will experience how intelligent jewelry can instantly connect people, even strangers or those thousands of miles apart.

After the interactive exhibition segment, visitors can view the brand's jewelry display and receive a tote bag as a pop-up souvenir.

## On-line

Prior to the pop up store opening, guests who qualify can watch the early party online.

Guests can visit and experience the popup store using AR in all aspects on their mobile phones, and of course our online programme also supports the use of vision pro.

Guests can use AR to experience the jewelry of their choice.

Those who have fully participated in the online experience can also obtain their own electronic ID.

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