

Harnoor Jhinzer

RESEARCHER & WRITER · LUXURY, CONSUMER PSYCHOLOGY, WEALTH SYSTEMS

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EDUCATION

University of Waterloo

BA, Psychology & Business — expected 2028

PROFESSIONAL TRAINING

Inside LVMH · 2026

Creation & Branding · Retail & Customer Experience (Track 2)

SDA Bocconi

Management of Fashion & Luxury Companies

London Business School

Brand Management: Aligning Business, Brand & Behaviour

Duke University

Behavioral Finance

Copenhagen Business School

Consumer Neuroscience & Neuromarketing

Google

Digital Marketing & E-Commerce

HubSpot Academy

SEO Certification

Coursera

Introduction to Merchandising

RESEARCH & WRITING — HARNOOR ARCHIVE

Desire & Distinction

Five-part case study series on the psychology and architecture of luxury consumption — Louis Vuitton and belonging; enclothed cognition; sensory hotel design; clienteling and the UHNW customer; pricing as signal.

Original Frameworks

Gradus — a model of structural inaccessibility in luxury brands, with a model-assisted diagnostic. Motive × Context — a framework for luxury consumer psychology.

New York as a Living Capital Ecosystem

Political economy essay on inequality as mechanism, network logic, and the limits of democratic governance over mobile capital.

FIELDWORK

Enclothed-cognition experiment (Toronto) · Structured luxury retail observation

FICTION & PROJECTS

The Worlds We Secretly Carry (private edition) · Historical fiction, Salem 1692 · Operation Aquarius — NSS Space Settlement Design Contest, Honourable Mention (co-lead, team project)

References and full document archive available at harnoorarchive.com.