

TREND COMPASS 2025+

8 TRENDS SHAPING THE LUXURY DNA

Our trend compass reveals 8 mega trends – all of which may manifest differently according to local culture and geography, but will shape the future of luxury.

NEW LUXURY

The essential building blocks of new luxury revealed in this Evolution of Luxury report could be defined as 'post luxury' – while all the trends and personas point to the fact that luxury is still a valued commodity, it is a very different concept to even five years ago. Logo and status for their own sake are devalued commodities – as is excess – and new principles have emerged, led by the preferences and lifestyle choices of new global audiences who are likely to value time much more than money and joyful connections rather than expensive objects. While they may vary by geography and life priorities, they are united by a mindful desire to understand the purpose of each and every brand they invest in.

To win hearts and minds, luxury brands in the 21st century must have a human face that is authentic, accessible and transparent. Innovation and leadership – technologically, environmentally and socially – are essential, so too is the realization that luxury is no longer what a brand claims, but the real experiences and authentic values it stands for in the minds of an increasingly discerning premium audience.

SO WHO ARE TOMORROW'S LUXURY CONSUMERS?

Tomorrow's luxury consumers cannot be isolated through traditional segmentation because of a seismic generational shift. A new and diverse premium audience shares values, behavior and desires across borders and age bands. By examining and clustering the macro trends we can, however, identify core drivers of luxury behavior and this has revealed 4 distinct personas that connect us to tomorrow's luxury landscape.

These are a useful shorthand for understanding how the trends will influence tomorrow's luxury audiences and the products and services they will be looking for. They are the performance focused Progressive Optimizers, the people centric New Socialites, the planet oriented Adventure Hunters and the purpose driven Idealistic Pioneers.

OUR NEW LUXURY MANIFESTO

- #1. INNOVATE OR DIE
- #2. BUILD EXPERIENCES BEYOND PRODUCTS
- #3. ENRICH LIVES, TIME IS IRREPLACEABLE
- #4. ENABLE MEANINGFUL CONSUMPTION
- #5. DELIVER ESSENCE, NOT EXCESS

