

# PERSONA OVERVIEW

## 2. NEW SOCIALITES



For New Socialites, family comes first and status is living well and expressing themselves. Self-made rather than inherited wealth gives them a grounded perspective on life, but they thrive in creative communities. Time is their most precious luxury and they use a curator's stage to cherish convivial and life-affirming moments of slow living.

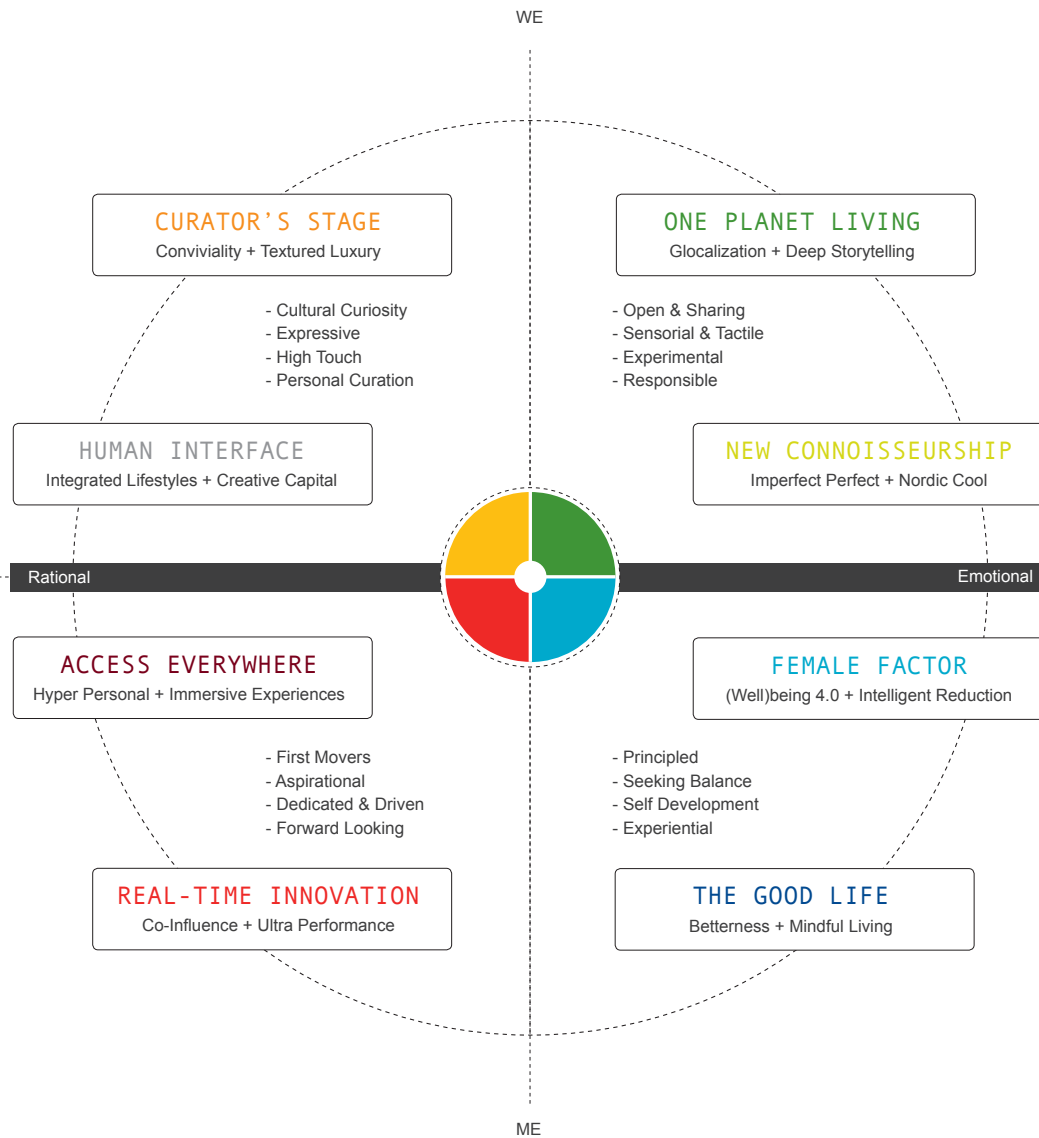
OPPORTUNITIES: Craftsmanship, convenience and fun; solid advice to build lasting relationships.

## 1. PROGRESSIVE OPTIMIZERS



Progressive Optimizers see innovation as the route to excellence. Found in all age groups – but especially among affluent Millennials – they set the trends that trickle down through the luxury market to the wider economy. These high achievers thrive in fast-paced environments and demand the best of themselves and their chosen brands.

OPPORTUNITIES: Testing and assessing innovations; privileged participation and brand access.



## 3. ADVENTURE HUNTERS



Adventure Hunters seek life beyond the mainstream and have developed a new connoisseurship in their hunt for the authentic, the wild idea or the lived experience. Many are part of the upcoming millennial cohort and, while they find cultural sharing attractive, they expect luxury with a conscience and sense of place.

OPPORTUNITIES: Niche, intelligent and unique offers; tradition and integrity in quality and ethics.

## 4. IDEALISTIC PIONEERS



Idealistic Pioneers are proud of their achievements, but measure success in meaning, not wealth. Seeking a balance in every aspect of existence, they want to give back to society. They practice everyday mindfulness and are on a quest for spiritual growth, craving intelligent reduction and elegant products tailored round them.

OPPORTUNITIES: Creativity, pleasure and intellectual connections; radical ideas with social value.