

MEGA TRENDS SHAPING LUXURY

REAL-TIME INNOVATION

Co-Influence & Ultra Performance



A new generation of luxury brands will innovate at increasing speed to keep pace with technological advances. New luxury acknowledges customers as co-influencers and engages with them as partners. So balancing 'real-time' delivery with 'real-value' innovation will be crucial to tomorrow's luxury market. Max Pogliani from Vertu says: "Technology will be more and more a merging factor and not a differentiation point. The key things will be working on the design, materials and services".

HUMAN INTERFACE

Integrated Lifestyles & Creative Capital



Now that 75% of luxury buyers start their purchase journey online, full engagement in multichannel communication is essential. Affluent consumers will trade data to acquire services that become personal. But they expect VIP treatment, with access to a brand's products and services wherever they may be. Agence says: "New luxury consumers want brands to engage them ...not just by pushing products and branded facts, but by being real."

ONE PLANET LIVING

Glocalisation & Deep Storytelling



Premium buyers are especially skilled at decoding insincere messages and need to feel the authenticity behind a product or service – the connection to purpose. This means luxury brands must engage with them in a deeper context and show they care about people, local culture and our planet by being transparent and sustainable. Green pioneer Fabrice LeClerc says: "Good design has a purpose, it does not only aim for higher material rewards, but to make life better, for us, for all living creatures and for all future generations on the planet".

FEMALE FACTOR

(Well)being 4.0 & Intelligent Reduction



A deeper awareness of the effect of positive lifestyle choices means we focus on things we need – replacing excess with essence. From digital detox jewelry to retail experiences, the focus has switched to balance. In the premium domain, customers will be looking for fewer and more relevant communications, smoother services/processes and products that enhance rather than dominate. Culture Vulture says: "Luxury ... defines an aesthetic but, increasingly, it denotes an experience".

ACCESS EVERYWHERE

Immersive Experiences & Hyper Personal



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CURATOR'S STAGE

Textured Luxury & Conviviality



People will invest time and effort in return for meaningful experiences that bring happiness. The pace of modern life is renewing our appreciation of the joys of slow living and 'spending time' on pleasure. But people also seek depth and texture that can reignite their passion for luxury. The New York Times says: "People distinguish themselves by what they know. An important way to demonstrate this is through what they buy".

NEW CONNOISSEURSHIP

Imperfect Perfects & Nordic Cool



Being the 'taste-maker' rather than adopting others' ideas is intrinsic to the process of displaying connoisseurship. Brands that create experiences around locality, craftsmanship and something extra – something unique – engage affluent consumers who seek out ideas to showcase their eye for quality. The Nordic mastery of everyday luxury for the discerning is a blueprint for New Connoisseurship. Luxury Daily says: "The truly affluent don't need status symbols; quite the contrary, today they are going undercover".

THE GOOD LIFE

Betterness & Mindful Living



The best way to invite customers to participate in The Good Life is by ensuring it is easy for them to make choices informed by betterness, so luxury must emerge from its exclusive 'bubble' to engage with a new affluent generation. This new generation eager to influence by engaging in mindful consumption that reflects their worldview as much as their taste. Psychologist Matthew Killingsworth says: "Nothing material is intrinsically valuable, except in whatever promise of happiness it carries".