

# NEW LUXURY

THE LUXURY LANDSCAPE IS CHANGING, AFTER A LONG LOVE AFFAIR WITH SUPERFICIAL LUXURY, CONSUMERS ARE BEGINNING TO FEEL UNEASY, EVEN DISSATISFIED AND EXPLOITED, THEY CAN'T QUITE PUT THEIR FINGER ON WHAT'S WRONG BUT SOMETHING IS. THOSE LUXURIOUS TREATS WHICH ONCE FELT SO GOOD DON'T OFFER THE 'HIGH' THEY ONCE DID, THE THINGS THEY THOUGHT THEY CRAVED HAVE LOST THEIR SPARKLE AND SEEM SOMEHOW HOLLOW.

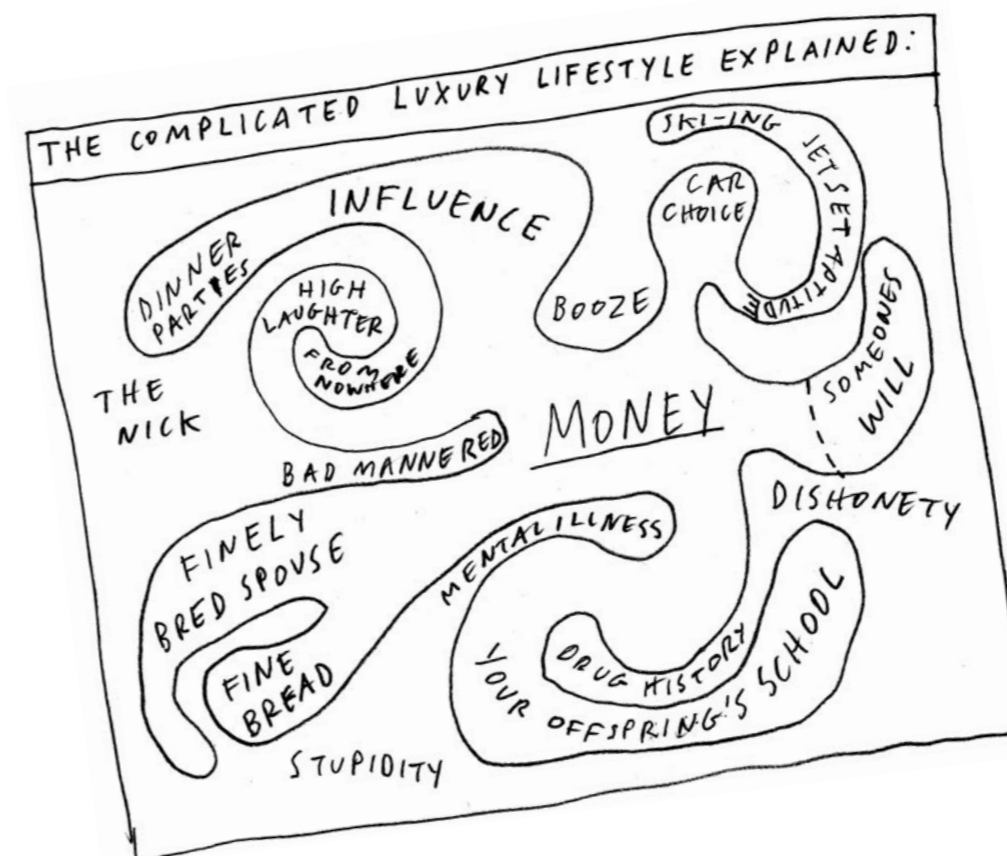
WE ARE ENTERING A VERY IMPORTANT PERIOD OF CHANGE, IN FACT IT STARTED A FEW YEARS AGO AND IS SET TO CONTINUE FOR SOME TIME, THIS ZEITGEIST WILL AFFECT FASHION, HOW WE LIVE, HOW WE THINK AND WHAT WE CONSIDER A LUXURY. IT'S TIME TO REAPPRAISE OUR DEFINITION OF LUXURY, TO RAISE THE BAR AND TO DIFFERENTIATE TRUE LUXURY FROM SUPERFICIAL LUXURY.

# TRUE LUXURY PROVIDES US WITH TRANSCENDENCE – A STATE OF BEING OR EXISTENCE ABOVE AND BEYOND OUR USUAL EXPERIENCE

True luxury fulfills our needs beyond esteem, it gives us knowledge and understanding, it expresses who we are, it reflects our unique perspective, it takes us beyond the collection of material possessions and at its ultimate expression provides us with transcendence – a state of being or existence above and beyond usual experience. Transcendence is the pinnacle of Maslow's hierarchy of needs, an inevitable next step. If everyone else has access to the luxury goods you own and aspire to they cease to be luxuries, they no longer offer extraordinary pleasure and comfort, they no longer provide you with the recognition and approval that distinguishes you from your peers and affirms your status.

Luxury brands therefore need to offer products and experiences which are more profound, more unique, more valuable. A consumer who buys luxury brands simply for their status irrespective of a products individual merit, its heritage, provenance, rarity and authenticity, betrays a lack of confidence and knowledge and is not experiencing true luxury, 'new luxury'.

'New luxury' is not accessible to all, it is not available only to the most wealthy and it conveys a status only recognised by the few. New luxury is being part of things, having experiences which deepen ones understanding and appreciation of life. Events, people, products, places, services and moments – anything that helps unlock the cultural, spiritual, natural and traditional richness of the world.

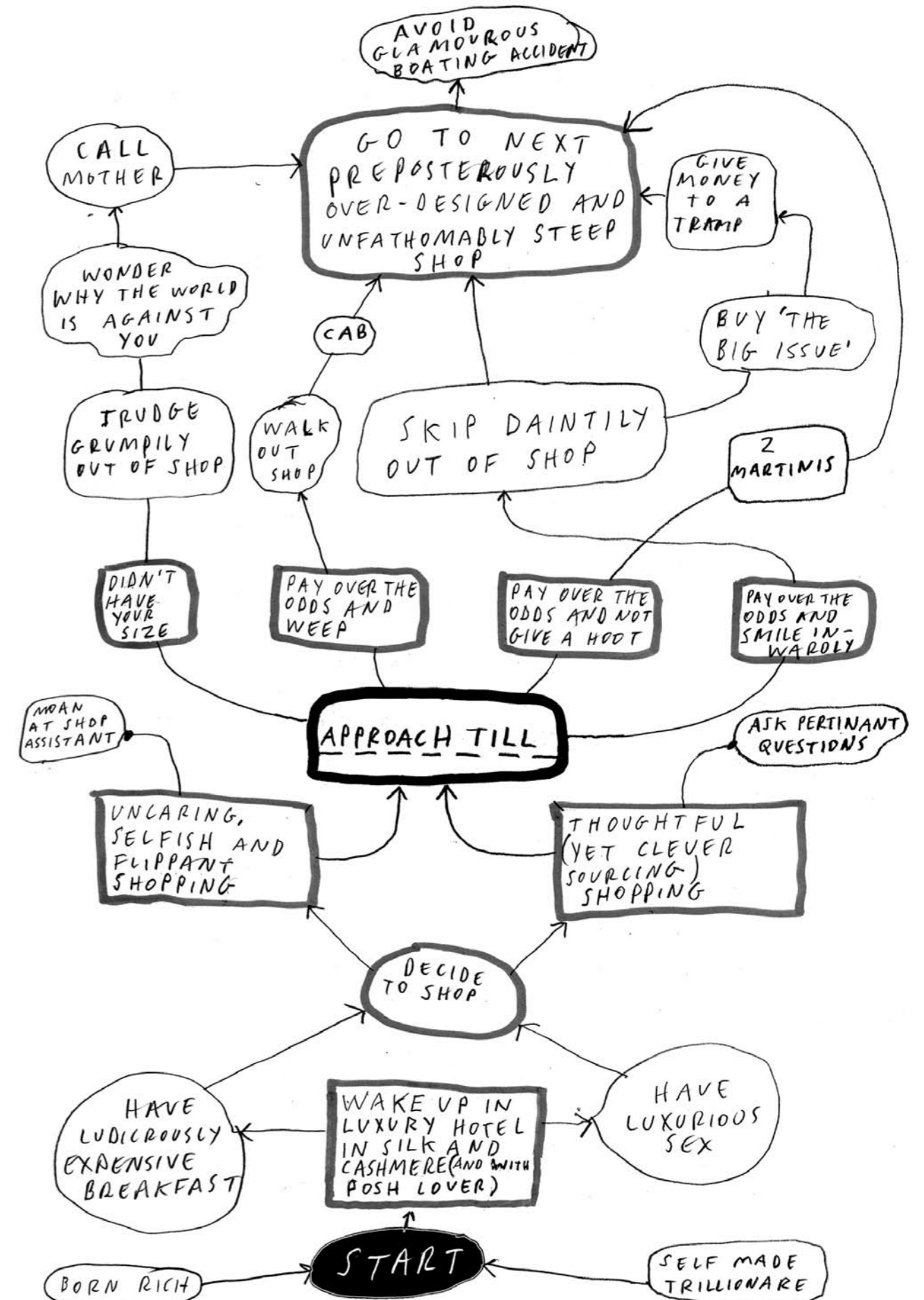


# CONSUMERS ARE LOOKING FOR A NEW CATEGORY OF LUXURY PRODUCTS, THOSE WHICH MARRY VIRTUE AND DESIRABILITY

According to French sociologist Pierre Bourdieu there are three types of capital: economic, social and cultural. Cultural capital refers to knowledge, skills and taste, and is increasingly important as a form of self-expression and definer of identity. This is something the mass can't buy, it's where knowledge and experience transcend money to provide access and exclusivity.

An intelligent consumer will look for a deeper understanding of the products they buy, they will want to know how it was made, where it was made and by whom. A luxury product which has been produced without respect for the people making it or without any ethical consideration is no luxury at all. Consumers are looking for a new category of luxury products, those which marry virtue and desirability, any brand capable of fulfilling these two criteria simultaneously will find extraordinary emotional resonance with an increasingly powerful group of consumers.

We have identified six key trends in new luxury. The following pages illustrate what they are and what they mean to consumers...



WHO ARE YOU?

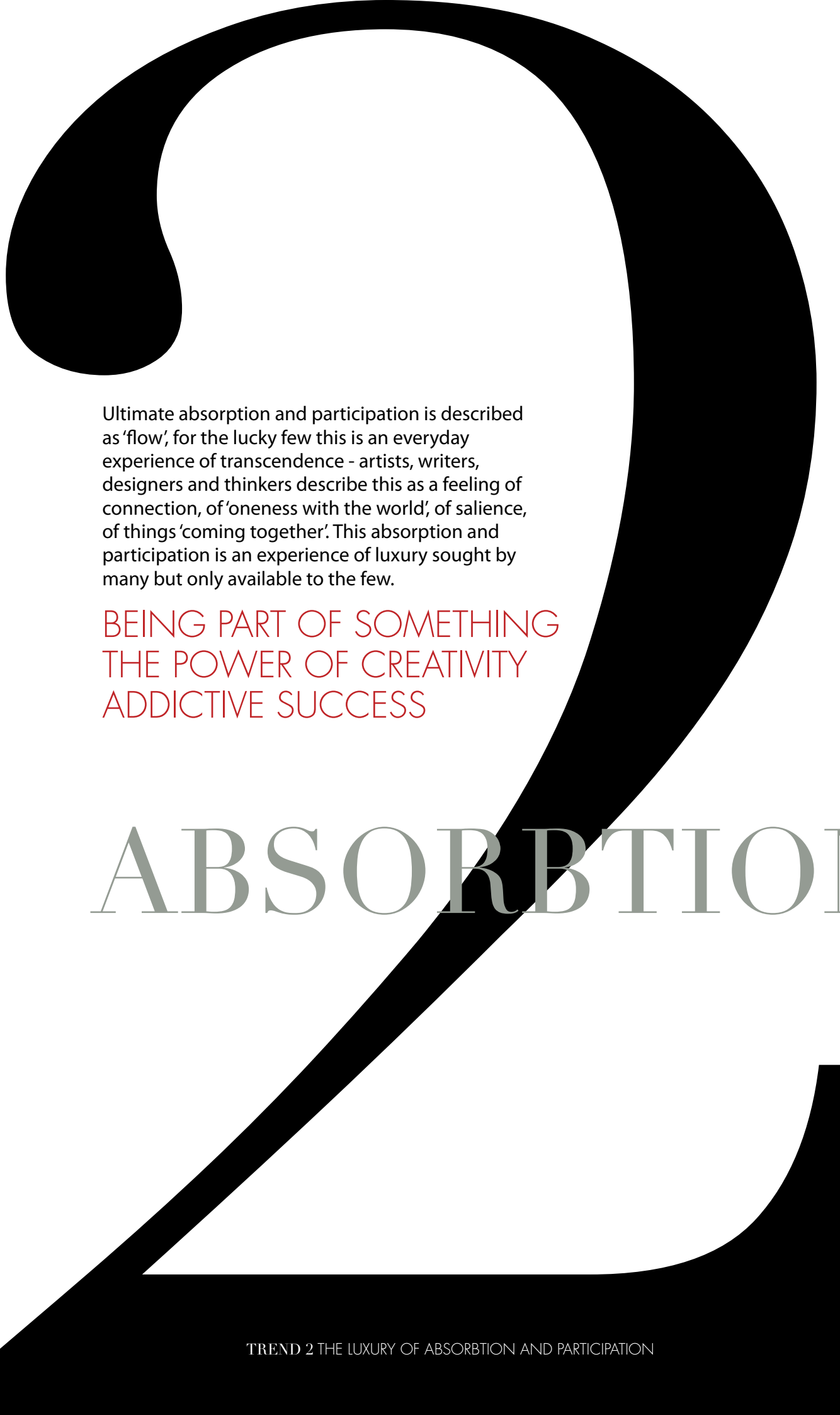


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# COLLECT & CURATE

EVERYDAY PRODUCTS BECOME ART  
JUXTAPOSITION OF OBJECTS AND STYLES  
CREATING A PERSONAL SIGNATURE  
ACCESSIBLE ART

Collecting and curating  
our own selection of  
objects is charged  
with emotional  
significance, the  
result is a provocative  
juxtaposition which is  
a reflection of our own  
unique tastes our own  
world view on display  
for others to see,  
understand,  
appreciate and enjoy.




Ultimate absorption and participation is described as 'flow', for the lucky few this is an everyday experience of transcendence - artists, writers, designers and thinkers describe this as a feeling of connection, of 'oneness with the world', of salience, of things 'coming together'. This absorption and participation is an experience of luxury sought by many but only available to the few.

BEING PART OF SOMETHING  
THE POWER OF CREATIVITY  
ADDICTIVE SUCCESS

# ABSORPTION & PARTICIPATION





GIORGIO ARMANI  
for  
MADE IN ITALY

The consumer who commissions personalised items demonstrates ultimate confidence and knowledge, this ordering 'off menu' changes a consumers relationship with a brand, providing a closer connection and the ultimate collaboration between 'patron' and 'artist', both compelled to learn more about each other and make a greater investment in the relationship.

# 3 PERSONALISATION

KNOWLEDGE OF  
PROVENANCE,  
CRAFT AND SELF  
SIGNIFICANT  
INVESTMENT IN  
A LONGER TERM  
RELATIONSHIP  
THE PLEASURE OF  
THE PROCESS AS  
MUCH AS THE  
PLEASURE OF THE  
RESULT

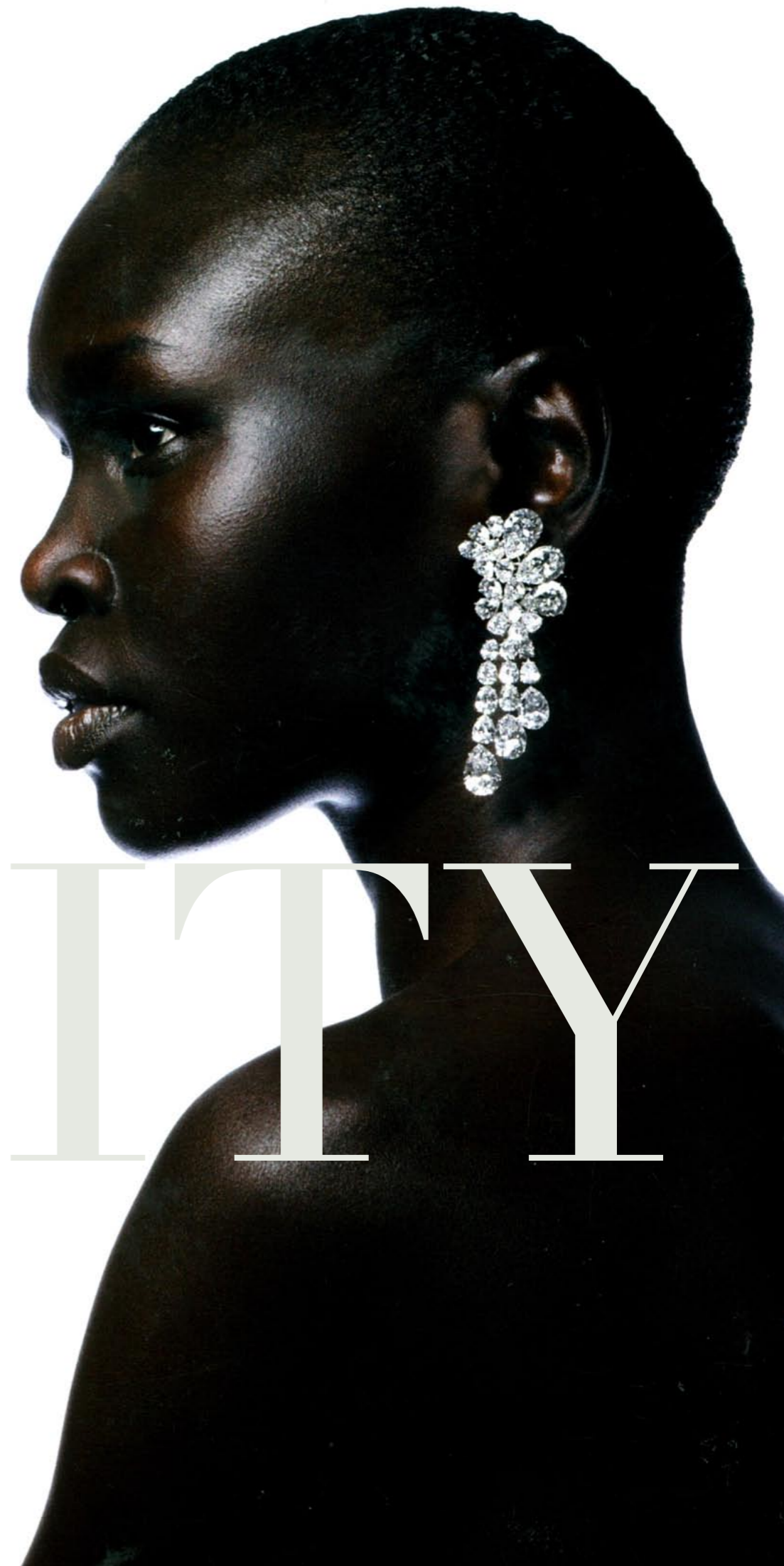
TREND 3 THE LUXURY OF PERSONALISATION

# 4

ONCE IN A LIFETIME  
THE THRILL OF THE HUNT  
BELONGING TO A SUPER  
EXCLUSIVE CLUB

# RARITY

The things we can't have exude a powerful magnetism over us, a possession not available to everyone else becomes coveted and treasured, the thrill of the hunt is as intoxicating as the successful acquisition of that longed for rare piece. Consumers who are aware of these rare pieces become part of a super exclusive club members of which share a deep knowledge and appreciation for the rare, the unique, items with a true and lasting value.





# IMPERFECTION

SMALL FLAWS THAT SHOW  
A HUMAN HAND  
EMOTIONAL RESONANCE  
PRODUCT BECOMES ART  
RISK, EXCITEMENT, LOSS OF  
CONTROL, THE ANARCHY  
OF CREATIVITY

Imperfection is the opposite of the factory produced, cold impersonalisation of cookie cutter contemporary consumer culture. Imperfections can communicate the warmth of human creation and craftsmanship, imperfection makes each piece unique and challenges our aesthetic standards, encouraging us to see things with fresh perspective.

# 6 RESPONSIBILITY

THE MARRIAGE OF VIRTUE AND DESIRABILITY  
UNDERSTANDING THE IMPACT OF OUR ACTIONS  
THE BIGGEST CREATIVE CHALLENGE FOR THIS  
GENERATION OF DESIGNERS AND THINKERS

Once the preserve of wode wearing environmentalistas we are now all looking for those elusive products which marry virtue with desirability and they are proving hard to find. Where are the 'cool, luxurious electric cars', the exquisite recycled furniture and gadgets, the ethically sound accessories. This is not just about ethics it's about good business, there is a gap in the market. The latte activists are voting with their red cards!

TREND 6 THE LUXURY OF RESPONSIBILITY



