INTRODUCTION

The traditional building blocks of luxury have changed. No longer are the tenets of heritage, craftsmanship and quality enough to satisfy the needs and wants of today’s polymorphic consumer. Successful brands of tomorrow will need to recognize this ever evolving trend to anticipate the expectations of tomorrow’s luxury consumer.

TODAY’S CONSUMER

Fundamental changes have given rise to a multi-faceted, polymorphic consumer who is constantly shifting depending on situation, location, time of day, etc. These changes will continue to drive dramatic shifts in tomorrow’s consumer.

Rise of the other

Not one millennial

More singles

Attention span

20% 50% 100%


Future luxury model

<table>
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<tr>
<th>Traditional Qualities</th>
<th>Memory Creation</th>
<th>Value Connection</th>
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<tbody>
<tr>
<td>Quality</td>
<td>Sensory Appeal</td>
<td>Intimacy</td>
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<tr>
<td>Craftsmanship</td>
<td>Delayed Gratification</td>
<td>Mindfulness</td>
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<td>Heritage</td>
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<td>Legacy</td>
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Recommendations

Short Term

- Increase consumer research to 8%

Long Term

- Read consumer’s mood to identify actual wants & needs

Brooke Burdine, Coty
Winnie Cho, Elizabeth Arden
Kristen Levis, Bayer Healthcare
Corey Moran, Coty
Alyssa Navia, L’Oreal
Mila Talabucon, Chanel
Pierre Vouard, Chanel