

THE LUXURY BUSINESS GAZETTE

Monthly business news, analysis & views from the global luxury industry

Europe's Luxury Sector is All Set to Keep Growing in 2022

➤ According to Barclays' [European Luxury Goods 2022 report](#), Europe's luxury sector is all set to keep growing perhaps more moderately in 2022. "The prospects for European luxury goods companies are still very promising despite the recent powerful rebound in sales," said Erwan Rambourg, global head of consumer and retail research at HSBC in New York.

World's Largest Private Whisky Collection Was Sold Recently

➤ Recently the sale of world's largest private whisky collection completed. It was sold for £3.3 million at an auction. As [Iain McClune](#), founder of Whisky Auctioneer, says: "It's highly unlikely we'll ever see a collection as large and diverse as this one, meaning this auction will go down in whisky history, setting a precedent for future collectors."



LUXURY AUTO BRANDS' CLUBHOUSES

As the luxury branding specialists French Michel Chevalier and Swiss Gerald Mazzalovo state in their book: "To say that a logo functions as a symbol for a brand is to describe this notion of consumers' belonging to and having membership in a special and prestigious club." Auto clubs are nothing new but the luxury automobile brands have been taking the idea of 'owners club' to the next level. These clubs are a great opportunity to organize events, boost PR, networking and implement new multi-sensory experiential marketing techniques. Brands as Lamborghini, Porsche, BMW and new luxury players as Genesis are building [experiential](#) gathering grounds, if not sensory brand temples, for owners and enthusiasts.

Luxury Car Sales Boom While Cheaper Brands Lag Behind

➤ Rolls-Royce, Bentley, and BMW sales surge as cheaper brands lag behind. As the [WSJ](#) reported: “With international travel stalled during the pandemic and many avenues of flashy spending closed to them, a young generation of luxury-car consumers went on a shopping spree last year.”

Global Luxury Giant LVMH Reports Record Revenue 2021

➤ The global luxury giant LVMH reported a record \$71.5 Billion in revenue for 2021, eclipsing the previous record of \$59.8 billion set prior to the pandemic in 2019. As written in [RobbReport](#), “The US and Asia experienced strong revenue growth over the course of the year, while Europe is experiencing a more gradual recovery.”

Why Are Luxury Goods Sales Surging During the Pandemic?

➤ The luxury industry have always been a crisis-proof and a future-proof industry. As [Hillary Chabot](#) wrote: “Call it revenge spending, or call it a case of yolo (an anagram for “you only live once”), but luxury goods are reporting blockbuster sales despite ongoing supply-chain snares, surging inflation, and global uncertainty due to the pandemic.”

REACHING WEALTHY CLIENTELE

As [Niki McMorrough](#) wrote: “It’s a common mistake by mass marketing agencies to view the world’s richest as one audience with the same attributes. However, the world’s richest can be grouped into distinct audience profiles.”

The inability to distinguish between the ruled elite and

the actual or the ruling elite derives from the weak segmentation skills of marketing professionals, researchers, economists, strategists etc.

What do those who have almost everything in the world really want? More importantly, WHY do they want it? By far, for the luxury brand managers around the globe high psychographics is one of the most practical tools to find answers to the WHY question and reach the UHNWIs.

CITIZENSHIPS FOR WEALTHY INVESTORS

Wealthy investors have always been interested in economies and markets that have a future. Moreover, they enjoy traveling often and these travels are to countries that can offer a rich choice when it comes to high-end experiences, services, goods, networks, places etc. The HNWI who are non-EU citizens have shown interest in not only in investing but also in

moving to the historically safe markets as EU, US, UK etc.

After the pandemic many HNWI realized that travel can be a problem if one is not a citizen or resident of that country. [Jean Francois Harvey](#), global managing partner of Harvey Law Group, said: “During Covid, the only way to get into another country was to be a resident or a citizen. Suddenly, people realize that to have only one residence or one passport is not the best.”

