

THE LUXURY BUSINESS GAZETTE

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

Strongest Performance Since 2006 by UBS Despite Pandemic

➤ UBS, the world's largest wealth manager, derives the biggest chunk of its profits from advising and managing money for the world's wealthy segments. It is famous for its high quality brand management (smth that world's many other large bank brands are still incapable of) and for its psychographic ads. UBS reaped rich rewards from pandemic with strongest performance since 2006.

List of Luxury and Fashion Industry Events in 2021

➤ Nothing can replace non-virtual H2H events with multi-sensory experiences. It is what consumers crave more than ever today. TBTL has compiled a comprehensive list of some of the interesting luxury and fashion events that are scheduled for the year of 2021. The list provides the names and categories of events along with the dates and locations.



ART MARKET PREDICTIONS

Sotheby's, that has recently broken the auction record for Botticelli, has published its forecast on the art market. These are eight art market trends and predictions to look forward to in 2021. According to the specialist team at Sotheby's, in 2021 the distinctions between art fairs, galleries and auction houses will continue to blur, the audience for buyers will continue to expand, strong appreciation for classical works and luxury will continue rising in the Asian markets, local will be the new global, analogical to museum exhibitions more auctions will be contextualized by era or a specific theme rather than by a singular department.

Pleasant Offers of Luxury Airport Lounges Worldwide

➤ As Eric Grossman wrote, the lounges “have become so comfortable, frequent fliers often find themselves planning their schedule in order to maximize their visit—after all, when there’s chef-driven fare, state-of-the-art relaxation amenities, and sleek design touches what’s the rush?”

McLaren has Joined the Membership at Walpole

➤ Walpole announced that McLaren Automotive Ltd - a creator of luxury, high-performance supercars - has joined the membership. McLaren is a brand renowned for continuous innovation, and has done much to add to and reinforce Britain's global reputation for producing truly desirable luxury.

Haute Cuisine & Champagne Delivery by Rolls-Royce?

➤ As WSJ reports, luxury restaurants broke out the takeout menu with England entering its third lockdown, Michelin-star spots offer feasts to go to please their wealthy clientele. In Paris, order from Guy Savoy’s Michelin-starred Le Chiberta. In Rome, Osteria Fernanda. In Madrid, Paco Roncero and Ramón Freixa are on Uber Eats and so forth.

LUXURY & HERITAGE

Kering will fund the renovation of the lighting system in the courtyard of the medieval Palazzo Vecchio, headquarters of the city council in Florence, in a sign of continuous support of Italy and Tuscany

The world is in need of a large cultural Ark. It is, naturally, an Ark that is to be different from that of Noah’s. The reason behind

this deep need is that it is unacceptable for the cultural treasure of our world to suffer disrepair due to tight budgets. Both new and old masterpieces of humanity need to be saved by this new Ark. Today, numerous luxury brands world over maintain a habit of investing in the safeguarding cultural heritage. Instead of leaving everything to the governments and NGOs, they take the initiative to offer a helping hand in various restoration and preservation projects.

RAISING PRICES IN A PANDEMIC

Many luxury brands not only weren’t affected by the pandemic but actually performed well or better than usual. Some of the luxury brands actually raised their prices during this period. For example, Louis Vuitton pushed through multiple price increases on its products in the midst of the pandemic

as WSJ reported. Other brands that increased their prices include Christian Dior, Gucci, Bottega Veneta. Unsurprisingly, their strategic move boosted profits. This is because unlike in conventional economics, the luxury business model goes by Veblen’s economics where profits actually go up when prices go up. “Recent price increases have been pretty aggressive... In normal years, a typical rise would be 5% to 6%,” said Kathryn Parker, an analyst at Jefferies.

