

# THE LUXURY BUSINESS GAZETTE

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

## An Inside Job: The \$20 mln Counterfeit Bust for Hermès

➤ Similar to other brands Hermès too found out, as [The Fashion Law](#) reported, that “several of its own employees were intimately involved in the budding criminal enterprise, providing those authentic materials and overseeing the manufacturing of the eye-poppingly expensive handbags. The result came in the form of counterfeit Hermès bags of almost unprecedented quality.”

## More Brands Are Offering Private Jet Tours to the HNWI

➤ Disney announced that it has entered the red hot private jet tour market too. Schedules are filled quickly and the waitlists are growing among brands like Four Seasons Hotel that offer this particular experiential luxury service. Four Seasons Hotels, which normally offered one or two departures per year, has 11 departures scheduled between now and the end of 2023. ([Forbes](#))



## HISTORY - THE SECRET WEAPON OF LUXURY

Many of the luxury brands and especially the European heritage brands see history as a source of inspiration. Whether it is the general cultural or national cultural history, whether it's the brand's own archives or the biography of its founder, history always provides ways and ideas on improving both the present and the future. Finding the new in the old, creating novelties by returning to the origins/roots, using history to tell the brand story or importing the past's best sides from the past to the present are some of the approaches used within the luxury industry. Archives were, are and will always be the secret weapon of luxury brands. Historical consciousness, particularly cultural history, is a sine qua non for all professionals in the luxury business. ([Entrepreneur](#))

## Travel Advisors See Strong Demand for Luxury Travel

➤ After two years of limited travel options during the pandemic, luxury travelers are booking their dream trips. As Leslie Tillem from Tzell Travel Group of GTC says: “We are seeing extraordinary demand in luxury travel across the spectrum, leading to a lack of availability at any price.”

## What Sets a Successful Luxury Interior Designer Apart?

➤ What common motivation do luxury design clients share? What sets a successful luxury designer apart? What characteristics define luxury products? What are the basics of luxury selling? Who is the luxury buyer? These are some of the key questions that need to be answered pro-actively in order to know how to sell luxury interior design right.

## Luxury Goods Sales Are Set to Grow At Least 5% This Year

➤ According to the analysts at Bain, sales of luxury goods are set to rise at least 5% this year as shoppers in the United States and Europe continue to snap up high-end watches, jewelry and shoes. Despite high inflation and disruptions caused by COVID-19 lockdowns in China, luxury brands managed to tap into local demand in Europe and the US. (Reuters)

## SURGE OF MEMBERS' CLUBS

What was the impact of private elite clubs on the First Industrial Revolution? These clubs, or essentially high-profile networks, were a solution to a problem, which is central to the industrial revolution. The problem was that high-level business magnates were very individualistic in pursuing their own goals.

How do you get them to work closely together and unite their powers for even bigger goals or for new win-win deals? It needs to be done because otherwise the colossal phenomena, as the Industrial and the Scientific Revolution can't occur. It's too big for an individual to solve. A revolution of such scale and lasting impact on the rest of the world requires pooled social activities. Private clubs provide ideal ways of doing this and they are making a comeback today as well.

## DEMAND FOR LUXURY CONCIERGE

There is an expression that is often used figuratively in the luxury business' lingua franca - 'concierge level service'. It is used to describe how bespoke and 360/holistic the services of a company are. But what about the concierges themselves literally? Today luxury hotel concierges are once again essential. As luxury travelers began traveling more often again with renewed enthusiasm,

there's more demand than ever for luxury concierges to deliver. According to the report by Bloomberg, “those with Les Clefs d'Or pins — the gold standard for concierges and a point of pride for top-end, five-star hotels — are now seen as invaluable resources for travelers and a must-offer service for hotels. (...) In London, top requests revolve less around specific restaurants and more around ways to spot the royals or access private guiding options for the city's large museums.”

