

# THE LUXURY BUSINESS GAZETTE

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

## Wes Anderson-Designed Luxury Train Experience

➤ Belmond's British Pullman luxury train is designed by Wes Anderson. Anderson is one of the few elite film directors who have discovered their personal brand that is expressed through their great works of art. In film theory this is called the Auteur technique, which is the completely distinct approach of the artist that clearly stands out as in the case of i.e. Tarantino or Guy Ritchie too.

## Shortage of Truffles Pushed the Prices to All-Time High

➤ A shortage of white truffles made their prices go up to almost \$5000 per pound. As NewYorkPost reports, that's up from the \$1,200-\$2,500 range in 2019, said Vittorio Giordano, vice president of Urbani Truffles USA. White truffles are the most sought-after and rare kind of truffles that comes from northern Italy's Piedmont region and top quality white truffles are always sold out.



## CUSTOMIZATION & PERSONALIZATION

Whether B2B or B2C, personalization is when the right product, service, experience or message reaches the right person at the right time and in the right place or context. There will never be post-personalization especially in the luxury business. There can only be meta-personalization, which can be described as not only delivering what the customer exactly wants but also delivering beyond that by knowing what the customer actually wants better than and/or before the customers knows it. The imaginative tastemakers create the extraordinary world of beyond bespoke where true customization and personalization is realized, as FT reports, in the specialist, guarded ateliers of grand marques that will create anything you want.

## Rarest Cars at Concorso d'Eleganza Villa d'Este 2021

➤ Connoisseurs and collectors of rare cars met again at the annual luxury event Concorso d'Eleganza Villa d'Este in Como, Italy. As written in [DesignBoom](#), this year “the selection committee had an even tougher job than usual when narrowing 1,000 submissions to just 50 entrants.”

## Retailers Are Reimagining the In-Person Luxury Experience

➤ Luxury brands can offer a retail experience that cannot be replaced with e-commerce and this is why they have begun reimagining ways of elevating the brand experience to new heights. As Nadja Sayej [wrote](#): “From VIP suites to private shopping suites and concierge services, the added extra is becoming the new normal in luxury retail today.”

## Highlights of the 2021 NBAA Convention & Exhibition

➤ Business aviation's biggest show - the convention and exhibition organized by National Business Aviation Association (NBAA) took place in October. “Being together at NBAA-BACE was truly exhilarating, from the packed exhibit floor, to the stunning aircraft display, to the epic keynote speakers,” - said NBAA President and CEO [Ed Bolen](#).

## A NEW NETWORK FOR UHNWI

The Ultra High Net Worth Individuals or Investors (UHNWI) are forming a new high-profile network that will be operating as a private exclusive invite-only club. It is called ‘R360’ and founded by Charles Garcia.

To be considered for entry, the person has to be worth about \$100 million and pay

\$180,000 for a three-year membership. According to [DailyMail](#), it already turned away two billionaires for not meeting its integrity standards. The goal of members is to achieve wealth in six different types of capital: financial, intellectual, spiritual, human, emotional and social.

In today's world, as it has always been in history, it's not only what one knows but also who one knows that matters. Your network is your net worth.

## SONIC BRANDING IN LUXURY

Multi-sensory branding techniques are designed to appeal to the usual five senses: sight, sound, smell, taste and touch. Sonic branding techniques focus on sound design.

From a Lamborghini's roar to a Moët's pop sound has always been one of the most powerful aspects in luxury

product and experience design. Today designers are creating aural sensations like a supercar's roar or a grande sonnerie's chime to be able to leave a lasting impression. ([RobbReport](#))

One of the most successful luxury brands that leverage the power of a pleasant and unique sound is, of course, S.T. Dupont. The specific cling-like sound of a S.T. Dupont lighter appeals to the ear in a very smooth and elegant way.

