

THE LUXURY BUSINESS GAZETTE

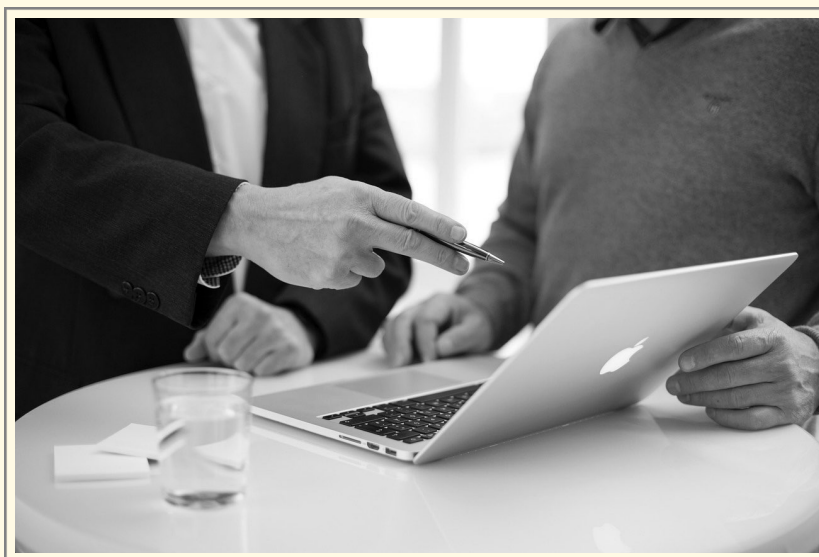
Monthly business news, analysis & views from the global luxury industry

Dynasties Investing In the Newly Private Rothschild & Co.

➤ Four industrial dynasties are investing in a buyout of Rothschild & Co. that is being delisted and taken private. Among the investor families from the luxury industry are Wertheimer brothers who are Chanel's owners, Dassault family behind the aviation brand and others. What these investors have in common is a frame of mind that is family-oriented and with a long-term perspective. (FT)

Research: Why Slow Motion Videos Help Sell Luxury Goods

➤ It's been said that half of success is a well-made presentation. According to new reaffirming research, slowed-down video does make luxury consumers feel more immersed in the scene and gives them greater pleasure. Whether it's an advertisement for a high-end car, fine chocolate, wine or a beauty product, it would be an effective presentation if slow motion is used for it. (WSJ)



FINDING THE RIGHT ADVISOR IN LUXURY BIZ

Advisors, with a capital A. They were given different names... They are the consiglieri. Some call them *éminence grise*. They are the confidants. They are the right-hand men. But how does one choose a consultant when launching or growing a luxury brand? According to the business consultant Marilisa Barbieri, the first step before hiring a consultant is being clear about your objectives, the kind of assistance you need and the type of expertise you want: Are you looking for a collaborator to partner with you, or are you looking for a business coach? A master advisor can show the way, direct and guide to a better future. He or she can provide the mapping and long-term strategic planning. The work of a master advisor can add real value, improve business performance and make lasting impact.

LVMH's Approach is Leading the Way In Succession Planning

➤ While the succession plans of many UHNW families are, according to [Campden Wealth's European Family Office Report 2022](#), only informally agreed (19%), unwritten (21%) or still in the process of development (14%), LVMH's approach is leading the way in planning for succession.

World's Cities With the Most Michelin Stars Per Capita

➤ What cities have the most Michelin Stars per capita? The new data compiled by [VinePair](#) illustrates the list of cities on an infographic. Cities were chosen based on population size in their respective countries and concentration of starred restaurants. It does not account for all starred restaurants in every city around the world.

What Effect Has the Rus-Ukr War Had On Luxury Goods?

➤ According to the new report from [Bloomberg Intelligence \(BI\)](#), it's been one year since Russia's invasion of Ukraine and it appears that the luxury goods market has emerged without serious negative impact. In this sense the predictions of the [Luxury Business Gazette](#) at the start of the war proved to be accurate about the effects on the luxury industry.

REPUTATION MANAGERS OF UHNWI

As George Washington put it: "Associate with men of good quality if you esteem your own reputation."

Benjamin Polak, a British professor of economics and management at Yale University, said that the next time there is a Nobel Prize in game theory, it would be for the idea of reputation. Rory Sutherland,

Vice-chairman of Ogilvy One, wrote: "Reputation acts as a kind of cashless deposit in human dealings. As any mafioso or game theorist knows, you can only trust people who have something to lose." [Spear's](#) recently released its 2023 Reputation Index, which features the best reputation managers and lawyers for high net worth clients. When serving them, it's first of all necessary to be aware of the fact that the name of the reputational game for HNWI and UHNWI is chess and not checkers.

RUSSIANS' SEMI-ACCESS TO LUXURY

Despite the luxury brands' exodus (or what was dubbed by the [Luxury Business Gazette](#) as 'the Great Luxury Brexodus') many shopaholic Russian luxury consumers found alternative ways of getting the luxury items from the brands they've been loyal and addicted to. If the luxury brands don't come to Russian elites then the Russian elites have to go to them. Although accessing the luxury goods is much

more difficult for them than before specific countries like Armenia and Belarus are providing the bridge for these goods to reach the Russian clientele. In this sense the predictions of the [Luxury Business Gazette](#) at the start of the war proved to be accurate about the luxury industry. After hundreds of interviews and months of research along with the help of Luca Solca Charlotte Vangsgaard and [Bain&Co.](#)'s data, Milena Lazazzera reveals the current situation in her article for [Vogue Business](#).

