

# THE LUXURY BUSINESS GAZETTE

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

## China's Unstoppable 2020 Luxury Goods Market

➤ Beyond the misinformed economists' definition of luxury markets, the real luxury market worldwide has always been unstoppable. But this year it is especially so for mainland China's luxury market because a reduction in international travel is creating an exponential boost in domestic spending according to the new report by [Bain&Co.](#)

## Three Houses Became New Members at Comité Colbert

➤ Bénédicte Epinay, CEO of Comité Colbert, and the general assembly [announced](#) that three new members are joining the committee that is committed to proudly carry the voice of French luxury. The three houses that became members are: Atelier Mériguet-Carrère, Cheval Blanc Courchevel and Hennessy.



## FLYING PRIVATE

Private jet renting is another one of those industries that is booming during this economic turbulence. The pandemic has created a middle class private jet [boom](#). With many of the commercial airlines grounded, holidaying households are booking business flights to beat local lockdowns. There is now even a new website that uses an algorithm to find you the best private jet program. For more than a million newcomers entering private aviation, [one website](#) hopes to become the digital matchmaker for thousands of cards and charter programs. The strong rebound in the private jet charter market is set to attract more investment and spur additional mergers and acquisitions according to the analysis of [Balmoral Advisors](#), a Chicago-based investment bank specializing in middle-market transactions.

## Sotheby's Interview with Fiona Leahy on Luxury Dining Decor

➤ Sotheby's has recently published their interview with Fiona Leahy, the luxury event planner, the mastermind behind fabulous and photogenic tablescapes, dining decor and experience design. Her tablescapes remind one the tables from Scorsese's film based on a novel 'The Age of Innocence'.

## Fine Jewelry is Selling Well Even During a Pandemic

➤ Perhaps, the words of Holly Golightly, the protagonist in 'Breakfast at Tiffany's', can implicitly describe the feelings of current jewelry clientele: "... the only thing that does any good is to jump in a cab and go to Tiffany's. Calms me down right away. The quietness and the proud look of it; nothing very bad could happen to you there."

## Islay Whiskies Showed Growth of 16.3% Across 12 Months

➤ As written in this article by Value the Markets "recent research shows that whisky investment returns have surpassed that of the S&P 500 (...) Despite the raging pandemic, BC20 Whisky Cask Index continued to rise during the first six-months of 2020. Data also shows that casks from the top three whisky distilleries offer projected returns close to 20%."

# LUXURY PRODUCT PLACEMENT

More and more brand managers than ever began realizing that brand placement or integration to storytelling is one of the most efficient ways of creating desire and raising awareness about a brand or product in a hyper communicating and data cluttered world.

Product placement is a combination of epos, so to say, and reference systems. It's the only or one of the very few kinds of advertising that will be able to continue its existence in the future. The upcoming challenge in the branded entertainment industry will be based on mastering the art and science of brand casting and integrating the brand to the narrative in a subtle way that doesn't interfere with the mise en scène, the character (as the influencer) and the plot.

# WEALTH ON THE MOVE

HNWIs are continually searching for their own additional piece of paradise. Consequently, there is continuous movement of wealth around the world. And the wealthy migrate both away from — and towards.

As Steve Wonder once said: "They've been spending most of their lives living in a future paradise."

It all goes back to that red apple symbol that is accepted as the fruit of knowledge. Unlike all other knowledge, this is the knowledge imported from paradise. Those chosen few that are in the know of it are those that have discovered and tasted it. Being introduced to it once, they have become the owners of the heavenly wisdom which is the 'know-that' or knowledge by acquaintance. One cannot build, find, choose or even imagine a paradise on Earth if one isn't in the know of it.

