

THE LUXURY BUSINESS GAZETTE

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

The 2022 Spear's 500 is Out. It Features Over 2,400 Advisers.

➤ The 2022 edition of *The Spear's 500* is a useful guide to the top private client advisers, wealth managers, lawyers and service providers for High Net Worth Individuals (HNWI). The total number of advisers profiled on spears500.com has reached 2,463. These are powerful consiglieri, confidants, right hand men and, possibly, *éminence grise* working very closely with the world's elites.

Purveyor of Hangars For the Jets of UHNWI Goes Public

➤ As D. Gollan wrote: "SkyHarbour Group, which leases private hangars to private jet owners who don't want their airplanes mixing with the lower echelons of the top 1%, has set January 25th to begin trading publicly. It will be listed on the New York Stock Exchange after completing a merger with SPAC Yellowstone Acquisition Company." ([Forbes](#))



SANCTIONS ON RUSSIAN LUXURY CLIENTELE

Although the stereotypical perception of the Russian luxury clientele remains strong, in reality, as the Morgan Stanley analyst [Édouard Aubin](#) says, the importance of Russia and Russian nationals for the luxury goods and services sector has gone down over the years and "Russia nationals account for less than 2 per cent of Kering and Richemont worldwide sales, including Russian spending abroad". It is true that the Russian HNWI and UHNWI will experience disproportionately more pain than the Western luxury brands however, as many experts point out, these sanctions are not hurting the Russian elites enough. Getting luxury goods and services is going to be harder, more costly and more time consuming but they will find alternative ways.

Yacht Security Industry is Seeing Increase of Demand

➤ Increasingly, yacht and mega-yacht manufacturers are providing a range of preventative safety and security features to the HNWI worldwide. From safe rooms to escape pods yacht owners are investing more on protecting themselves from pirates and other threats.

Luxury Larceny is On the Rise Today Around the Globe

➤ Oscar Wilde's words are worth remembering: "life imitates art." The growing number of million dollar heists and robberies in various countries around the world remind one the beautifully organized thievery operations in films as Ocean's 13, The Italian Job, Headhunters, The Best Offer etc. Today, luxury larceny is on the rise. ([RobbReport](#))

Private Jet Interior Design Trends Expected In 2022

➤ Aircraft interior designer at PINTO, director at Harrison Eidsgaard and CEO of DesignQ shared their perspectives on private jet interior design trends set to take off in 2022. As [Rachel Ingram](#) wrote, jets "are becoming second homes in the sky for their most frequent fliers, with all the mod cons of a residence and an office often built into the planes."

UHNWI POPULATION IS GROWING

According to [Knight Frank's](#) new edition of The Wealth Report, in 2021 the population of ultra high net worth individuals (UHNWI) surpassed 600,000 people.

The number of UHNWIs, those with \$30m or more, around the world is predicted to grow by 27% in the next five years to 2025

taking the population to 663,483.

Europe will retain its crown as the second largest wealth hub with expected growth of 23%, bringing the total number of UHNWIs to 185,860. As written in the report, "the US is, and will remain, the world's dominant wealth hub over our forecast period, but Asia will see the fastest growth in UHNWIs over the next five years."

LUX BRANDS RAISING PRICES

The price elasticity concept of classical economics is not for price setting strategies of luxury brands. It is beneficial in the long-term for any luxury brand to overcome such dogmatic rules as 'the increase of the prices means decrease of demand'.

It can be said that it is not a strategically healthy step to lower the prices especially

for luxury brands. This is why hundreds of luxury brands around the world as a principle never go on sale. According to the French luxury brand expert Jean-Nöel Kapferer: "If products are discounted 50% in January, then they are managed like a fashion brand, not like a luxury brand." Most of the time the price setting methods make the prices either stay same or increase. For example, Louis Vuitton, Gucci and Cartier [raised the prices](#) again recently.

