

THE LUXURY BUSINESS GAZETTE

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

Auctions in Luxury Real Estate Are Gaining Momentum

➤ As [Mansion Global](#) reports, “traditional real estate brokers over the past several years have become more open to luxury auctions, and, in some cases, have established concrete partnerships with niche auction houses, experts noted.” This tendency within the luxury real estate industry gaining momentum and it is convenient not only for sellers but also, in many ways, for buyers.

Habanos Festival Ended With Record-Breaking Results

➤ This year’s Habanos Festival achieved record-breaking results. According to [CigarAficianado](#), not only did the auction break a record for the most money ever raised in one evening, it also broke the record for the highest bid on a single lot. A very special Cohiba humidor, selling for 4.5 million euros, broke the record for most expensive humidor ever auctioned at the festival.



ETIQUETTE AS A LUXURY BRAND-BUILDING TOOL

Historically etiquette guided social relationships, rituals and dress codes. Beyond the royal houses, aristocracy and nobility, it trickled-down to the daily lives of high societies worldwide. In the words of Clarence Thomas “good manners will open doors that the best education cannot”. Today, etiquette can be observed among the intelligentsia and other higher classes, at many Japanese corporations and, of course, among true luxury brands where elegance and culture of excellence is alive. Numerous luxury brands have used etiquette as a strategic brand-building tool since their beginnings. Etiquette is about know-how, savoir-faire and elegant ways of doing things that, as [Dubois and Cousteau](#) wrote, “allow for the expression and exercise of power, wealth, confidence and taste.”

Record Number of American Millionaires Want to Leave US

➤ According to a report by an investment migration consultancy Henley & Partners, a record number of wealthy Americans are looking overseas for another residence or citizenship. Top destinations are European countries that are seen as more attractive and stable.

Consumers Willing to Spend More On Luxury Beauty Goods

➤ The sales of luxury beauty products are growing. Consumers are willing to spend more on luxury beauty products than ever before while at the same time beauty products are taster-level affordable luxury for brands to offer. A McKinsey report found that luxury beauty could grow from around \$20 billion today to approximately \$40 billion by 2027.

KnightFrank's New Report On Ultra High Net Worth Is Out

➤ Knight Frank's Wealth Report 2024 is out and some of the key findings from it are: European hubs lead the "1% club" ranking led by Monaco, where US\$12.9 million is the threshold; wealth creation returns as worldwide the number of UHNWIs rose 4.2% through 2023; the number of wealthy individuals globally is expected to increase by 28.1% over the five years to 2028.

EXCLUSIVE EXPERIENCES FOR VICs

Many of the luxury brands have always been creative and imaginative when it comes to offering exclusive experiences targeted at the top segments of their clientele. These invitation-only events and gatherings communicate core brand codes, create pleasant memories of time well spent and provide networking opportunities

for the UHNWI and HNWI. For example, Aston Martin may offer a dinner with the CEO to the very top VICs. Ferrari hosts its invite-only Cavalcade for the world's most elite Prancing Horse collectors. Panerai arranges extreme excursions led by Navy SEALs and reputed climber-filmmaker Jimmy Chin. Stefano Ricci organizes masculine excursions focused on the Kazakh eagle-hunting tradition and former Nat-Geo executive VP Terry Garcia acts as senior consultant.

RISE & RISE OF FAMILY OFFICES

"Remember... Unity is strength. All your lives you must stand by one another. Not one brother must be allowed to fail while another brother succeeds. You will be One family that works always together – that... will be your power." - were the words of Mayer Amschel Rothschild in the motion picture called "the House of Rothschilds."

It is expected that in the next decade there will be the biggest of generational wealth transfers in history and the family offices will play an important role in this process.

As Spear's reports, the total number of family offices worldwide grew from 1,285 in 2019 to 4,592 in 2023, according to data from Preqin. In other words, in just four years the number of family offices has tripled worldwide.

