

THE LUXURY BUSINESS GAZETTE

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

The Uberization of Private Jets is Accelerated Further

➤ As it is written in [WSJ](#), the new Uber-like apps “allow customers to book seats on private-jet flights through a smartphone application, often sharing the plane with others. While this business model never quite took off before, it is thriving in the pandemic.” More executives are flying in business jets than before Covid-19, which could eventually reshape trends in small-aircraft manufacturing.

Tier-3 Cities Made Half of China’s Total Luxury Sales

➤ In 2019, the overall spending of consumers from China’s tier-3 cities and below represented almost half of China’s total luxury sales. Therefore [these cities](#) do represent a market with real potential opportunities in the near future that many decision-makers, entrepreneurs and marketers from the global luxury industry are still missing.



LUXURY MARKETING OF SPORTIVE YACHTING

In [his article](#) Filippo Ceragioli, a communications specialist in yachting, eco-innovation and luxury goods and founder of Ceragioli-Storåkers Associates, evaluates the evolution of America’s Cup and explains how luxury marketers and PR pros can achieve better ROI. America’s Cup (AC) is an international yachting trophy that was first won by the schooner America in 1851. The author wrote about the following points: the technological shift to aerospace, how to perform through the right PR strategy, what luxury marketers need to do to gain maximum returns from its TV coverage and sponsorships, how to evaluate non-conventional marketing opportunities in yachting competitions.

2021 International Luxury Realty Outlook Report

➤ Sotheby's International Realty recently released its 2021 Luxury Outlook Report. Some of the key findings included: 63% of respondents said they expected luxury home prices to rise over the next three years. Trophy home buyers remain heavily concentrated in the U.S. & China.

What Changes Will LVMH Bring to Tiffany & Co. ?

➤ In this article from Unity Marketing, there is a list of possible changes that LVMH will bring to Tiffany & Co. Some of these changes are described as: Out with the old, in with the new, Strengthen its global footprint and spread risk, Localize the product mix, Search inside the blue box, No big-name designer needed etc.

Louis Vuitton Opened Its First-Ever Café and Restaurant

➤ After Dior, Chanel, Armani, Burberry and Prada, Louis Vuitton too decided to open a café called Le Café V in Osaka, Japan. Opening such new spaces of service and lifestyle is proven to be one of the effective ways to communicate brand codes, values and culture in an experiential and multi-sensory way which both elevates and strengthens the quality of relations.

UHNWI POPULATION GROWS

Despite the global pandemic in 2020, the world's ultra-wealthy population continued to grow. The number of ultra-high-net-worth individuals (UHNWIs) – those with a net worth of US\$30 million or more – rose 2.4% to 520,000 last year, according to Knight Frank's latest Wealth Report released

Wednesday in collaboration with real estate brokerage Douglas Elliman. This is good news and expected news for luxury brands. It is expected because it is a pattern that is repeated throughout all crises and recessions in history and in various countries. It is also one of the main reason why the real luxury industry withstood economic booms and crisis, macro-shifts, industrial revolutions and even world wars. It is either least affected, not affected or growing even better.

LUXURY AND SOCIAL MEDIA ?

Based on a consumer survey of more than 7,000 global luxury consumers in the Vogue Business Index, social media shopping was ranked the least important omni-channel feature. According to the new report luxury customers are not in a rush to embrace social commerce. Another survey shows social media is

grossly underperforming luxury brands' expectations. True luxury brands are not dependent on trends, social media, nose-counting etc. Luxury brands are hardly dependent on technology, yet they still operate very successfully. Social media is mass, not "class". As Pam Danziger wrote: "What's worse, it hinders rather than aids the creative process." Bottega Veneta's Creative Director Daniel Lee also said: "Everyone seeing the same things is not healthy or productive. It doesn't breed individuality."

