

# FORCES REDEFINING LUXURY FOR A MODERN ERA

—  
McCANN WORLDGROUP TRUTH CENTRAL



# METHODOLOGY

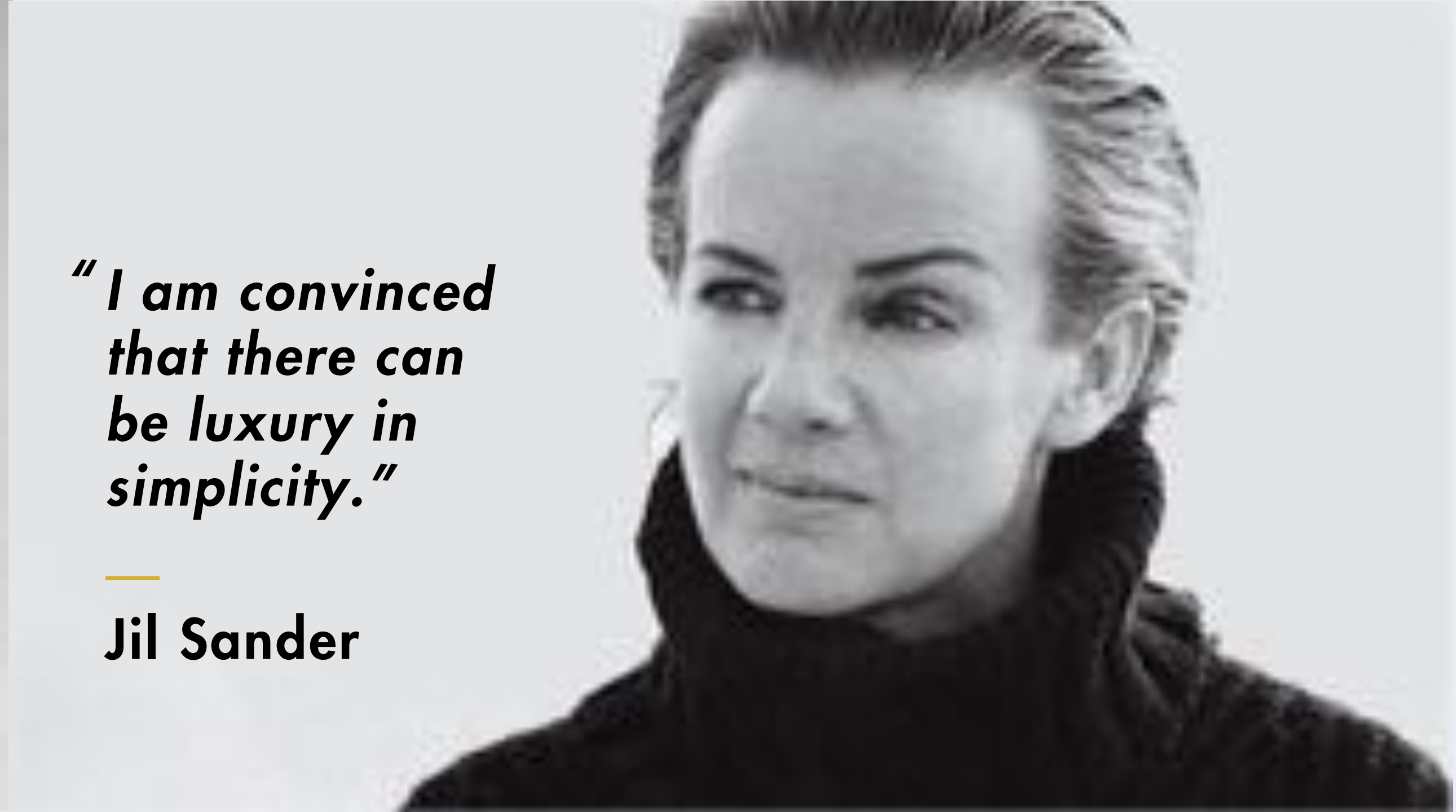
26 MARKETS | N. 32,205





***“Luxury is the  
opposite of  
vulgarity.”***

—  
**Coco Chanel**



***“I am convinced  
that there can  
be luxury in  
simplicity.”***

—  
**Jil Sander**



***“The older I get,  
the more I realize  
that the ultimate  
luxury is time.”***

—  
**Michael Kors**



***“It is the ultimate  
luxury to combine  
passion and  
contribution. It’s  
also a very clear  
path to  
happiness.”***

—  
**Sheryl Sandberg**

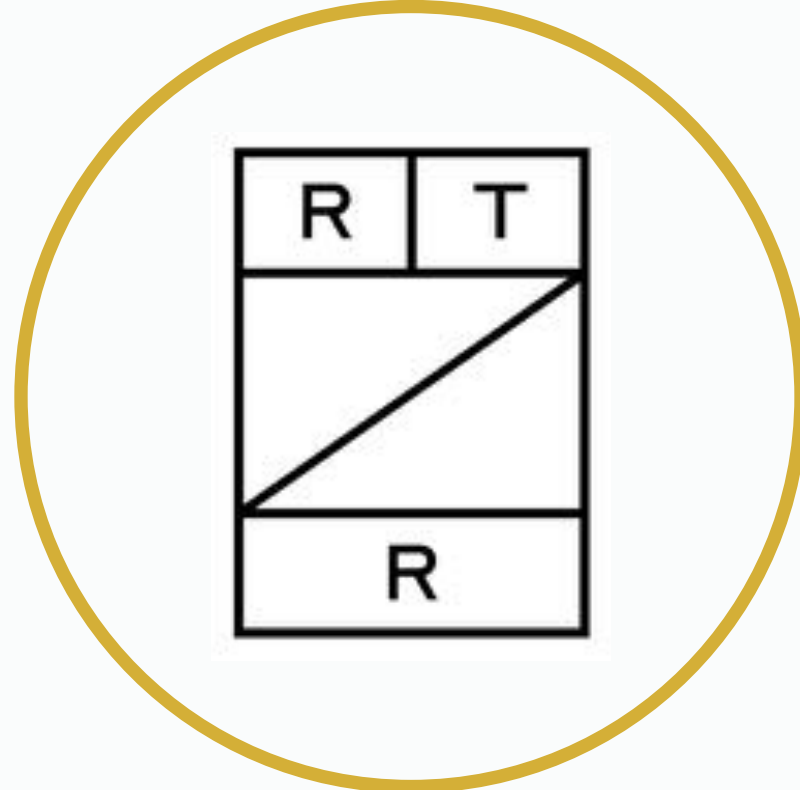
**Luxury used to be seen as a thing apart from every day life, but now it's integrated.**

**Today, through massification it's providing opportunities to elevate the business of every day life.**

**And it looks more like this...**

Want an unlimited summer wardrobe?  
No rental fees  
Free shipping, dry cleaning & alterations  
Cancel anytime  
No minimum  
SEE PRICING





YOUNG STUDENT  
IN NEW YORK







**WEALTHY WOMAN  
IN HER 40s IN  
SHANGHAI**



**ACE HOTEL**

**BONOBOS**

**HBO GO**



**SEFRIDGES&CO**

**LEON**  
NATURALLY FAST FOOD

**PROFESSIONAL  
IN HIS 30s  
IN LONDON**

**EQUINOX**

**What binds them together?**

Today, we're going to be talking about...

# Elevated Moments

What is an  
**Elevated Moment?**

# Elevated Moments

These are singular, distinctive daily moments that...

...add joy and meaning to one's day

...enhance the experience of being

...bring a slice of the extraordinary to routine

...reveal beauty in the ordinary

...spark inspiration in regular activities

***...in short, moments that elevate the business of every day life.***



***“My Subaru displays its own ‘birthday’ (the day it left the factory) each year. It reminds me of the ongoing relationship with the car and the brand itself.”***



***“Traveling with my infant daughter and the Delta airline staff quickly brought over her own amenity kit without my asking: diaper, toy, cream and bib.”***

*“Needed shoes for an event and the brand sent me 3 sizes to be sure I had the right size, even though I only ordered one pair.”*

*“Handwritten ‘thank you’ Christmas note and gift from Marcus Wainwright every year for my dedication to the Rag and Bone brand. I look forward to it every year.”*

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# 3 FORCES AFFECTING THE FUTURE OF

**01 The Human is Premium**

**02 The Chicest Thing is Privacy**

**03 Luxury is Necessary**



# 3 FORCES AFFECTING THE FUTURE OF

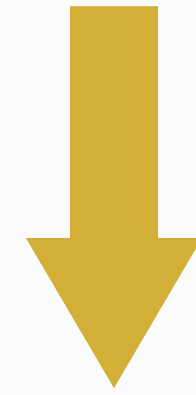
**01 The Human is Premium**

02 The Chicest Thing is Privacy

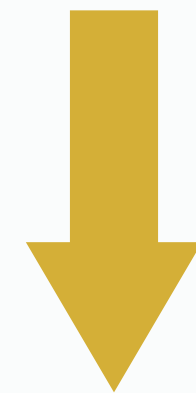
03 Luxury is Necessary



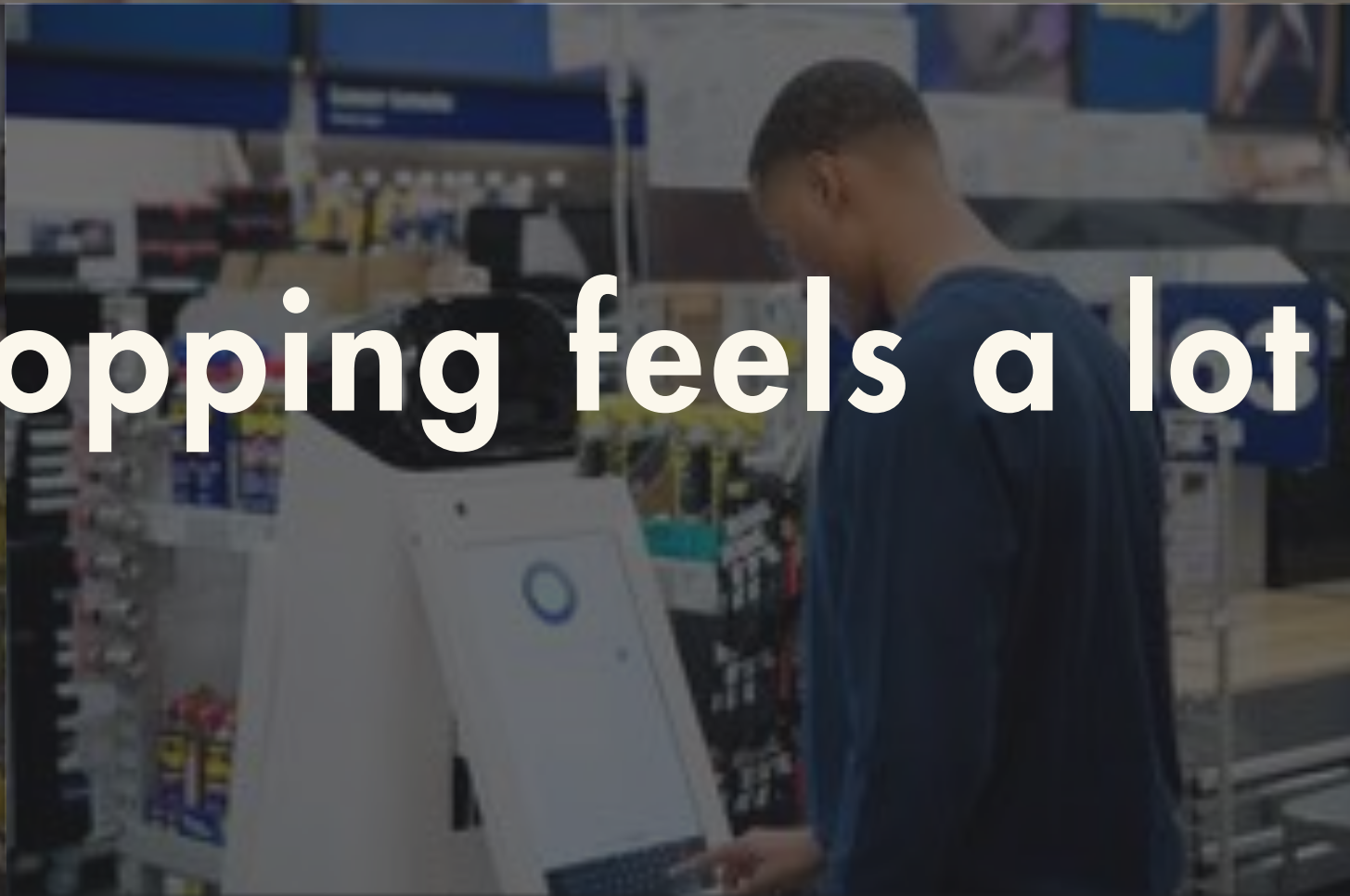
**"I'm going shopping"**



**"I'm always shopping"**



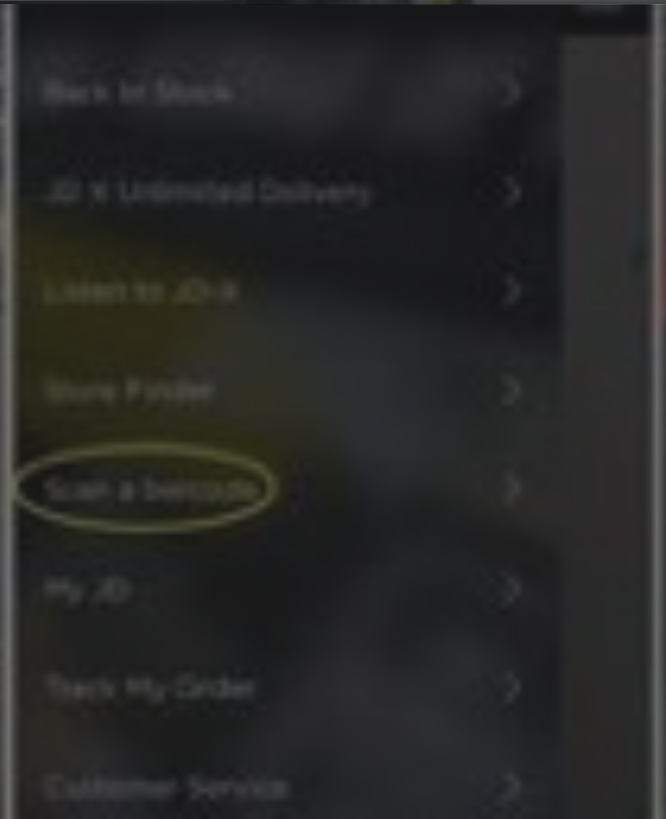
**"Did I just buy something?"**



Suddenly shopping feels a lot more functional...

Alexa Shopping

Order millions of Amazon products with Alexa and reorder things you use the most.







**More than half** of affluent individuals say that if they could they would use a subscription service to buy **EVERYTHING**



**Nearly three-quarters** of affluent Chinese individuals say that if they could they would use a subscription service to buy **EVERYTHING**



# FEATHER

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A furniture subscription service that offers a flexible and sustainable alternative to ownership.

The service enables people to change their living area according to their changing lifestyle without spending a fortune, the hassle of moving things in and out hurting the planet.



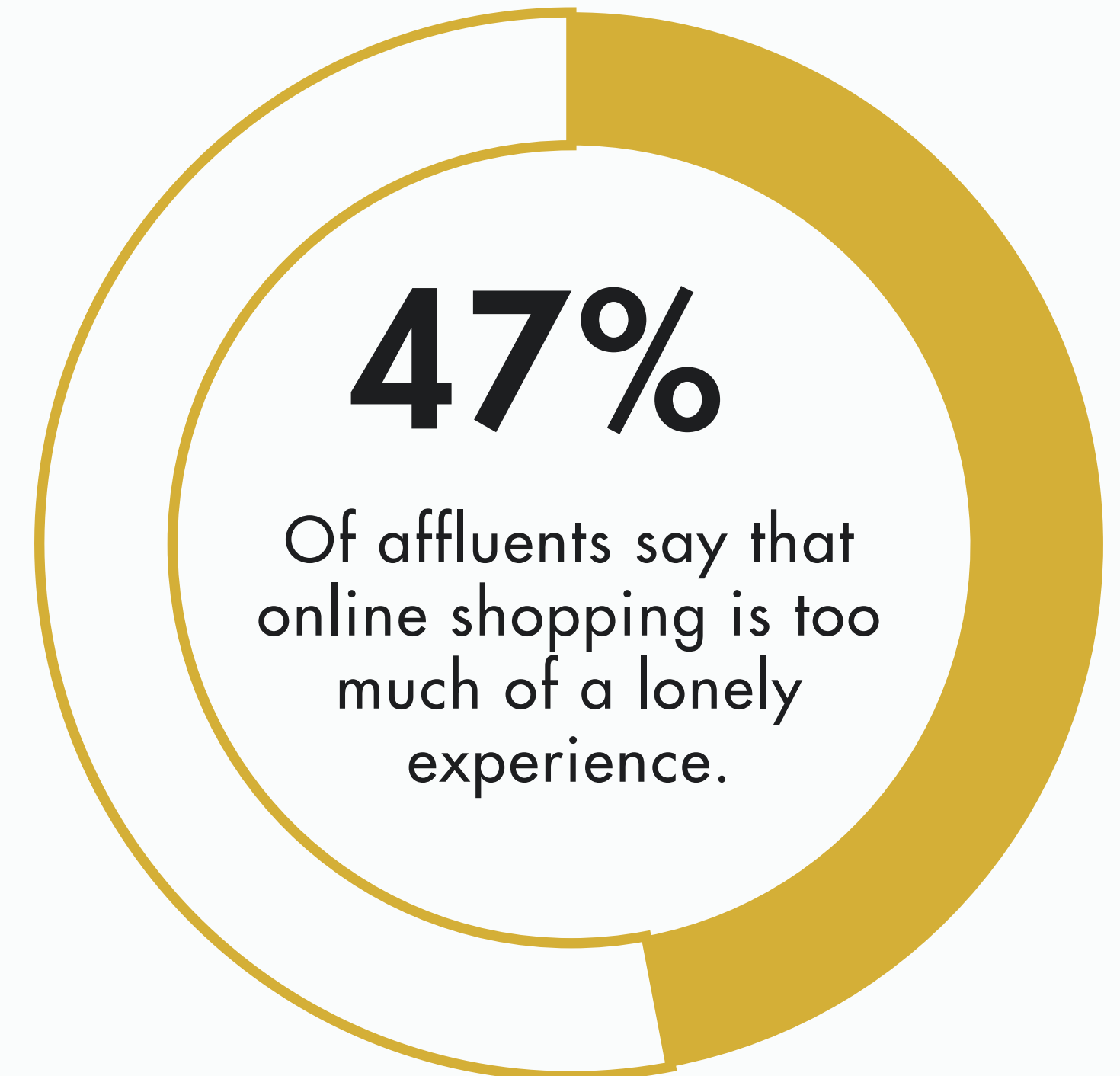
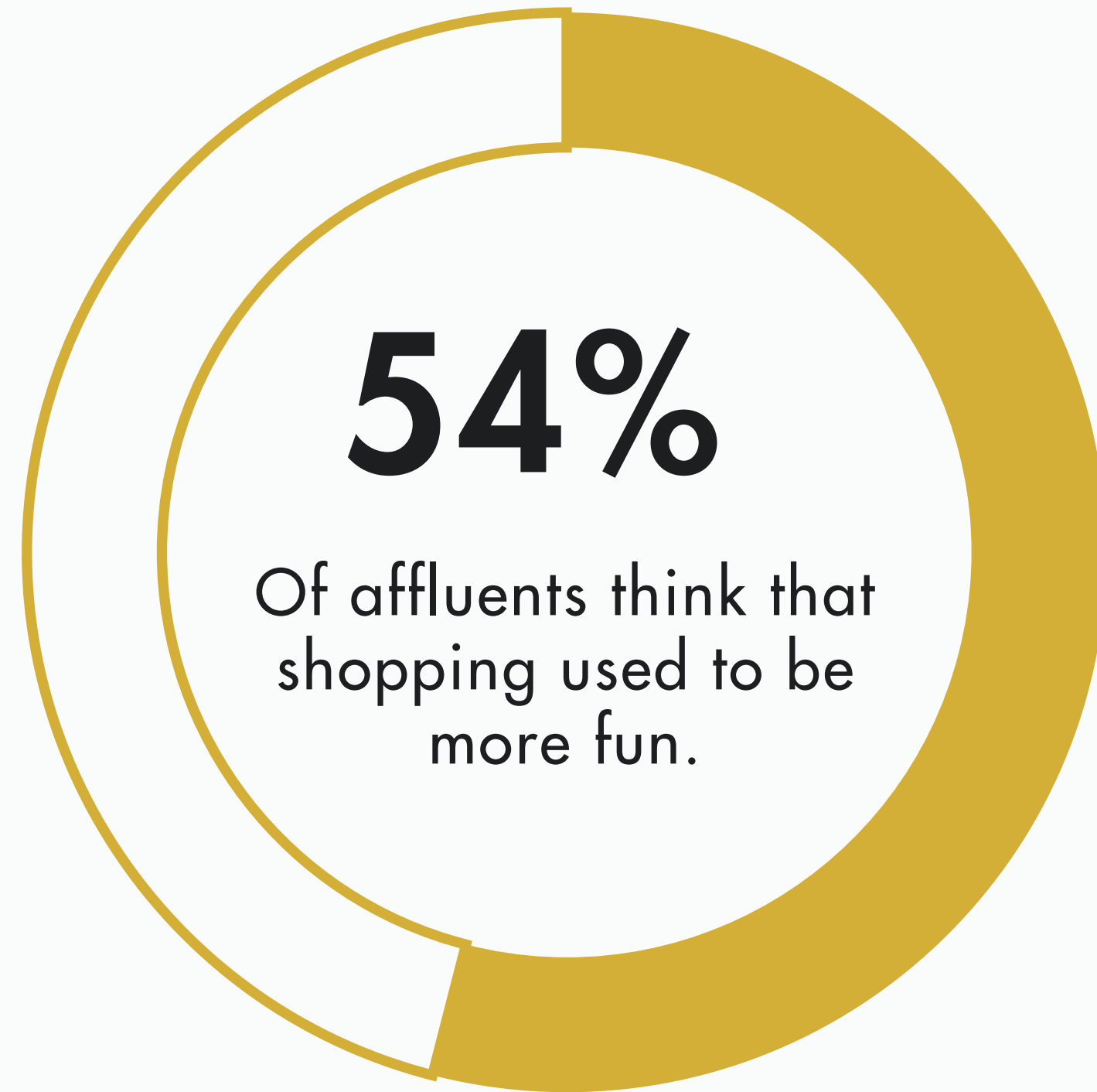


**6 in 10** affluent individuals say that companies that focus on people (vs. technology) are the future of shopping.

*“I went to buy a Birkin bag in the U.K. I was invited into the VIP room and spent 2-3 hours talking with the associate. He wanted to learn about me—not in a transactional ‘oh you want this bag’ kind of way—he wanted to know more about me holistically. He even helped select some additional pieces I might like. He truly served me.”*

CHINA FGD







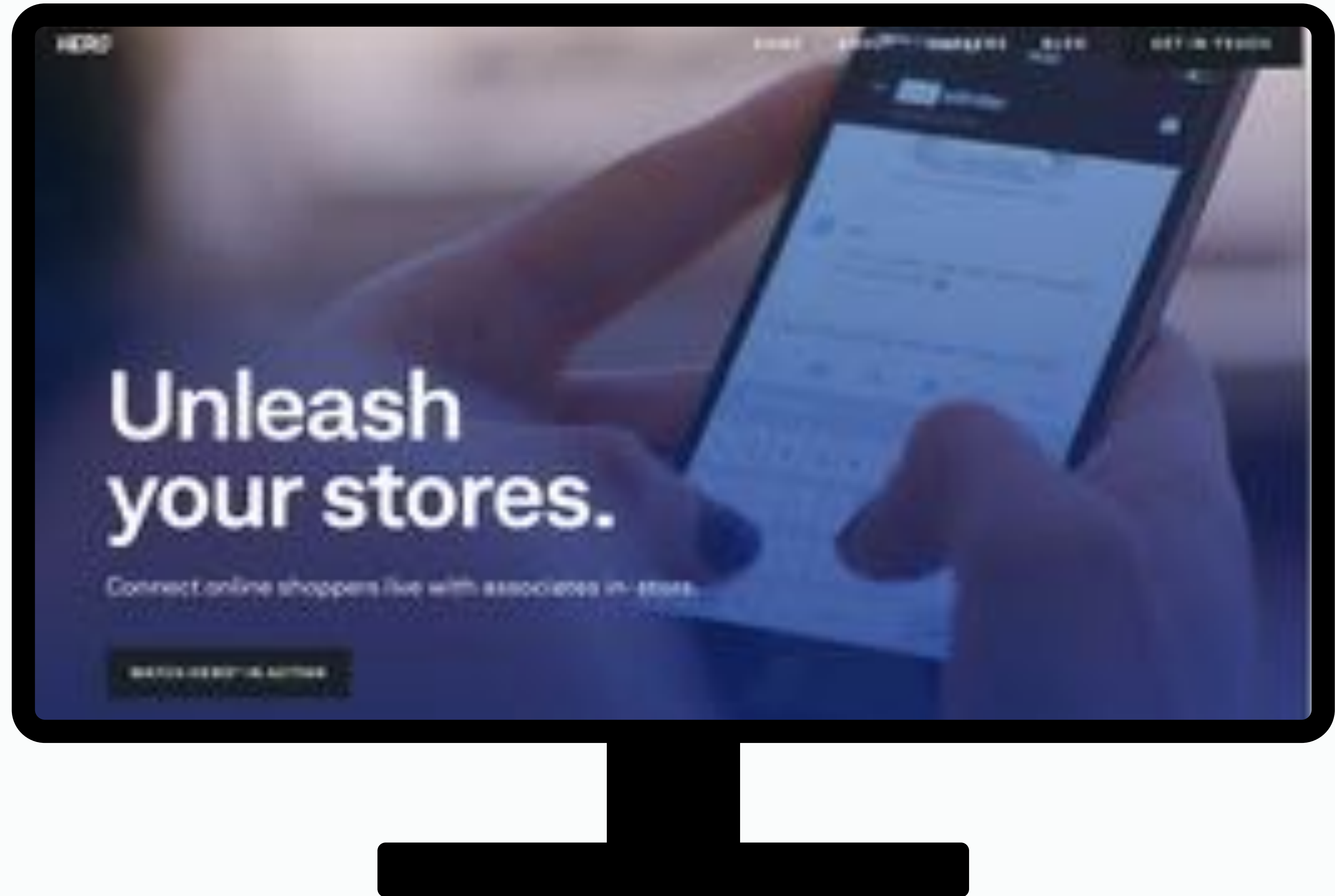
**AFFLUENTS DEMAND  
THE PERFECT BLEND OF  
HUMAN AND MACHINE**

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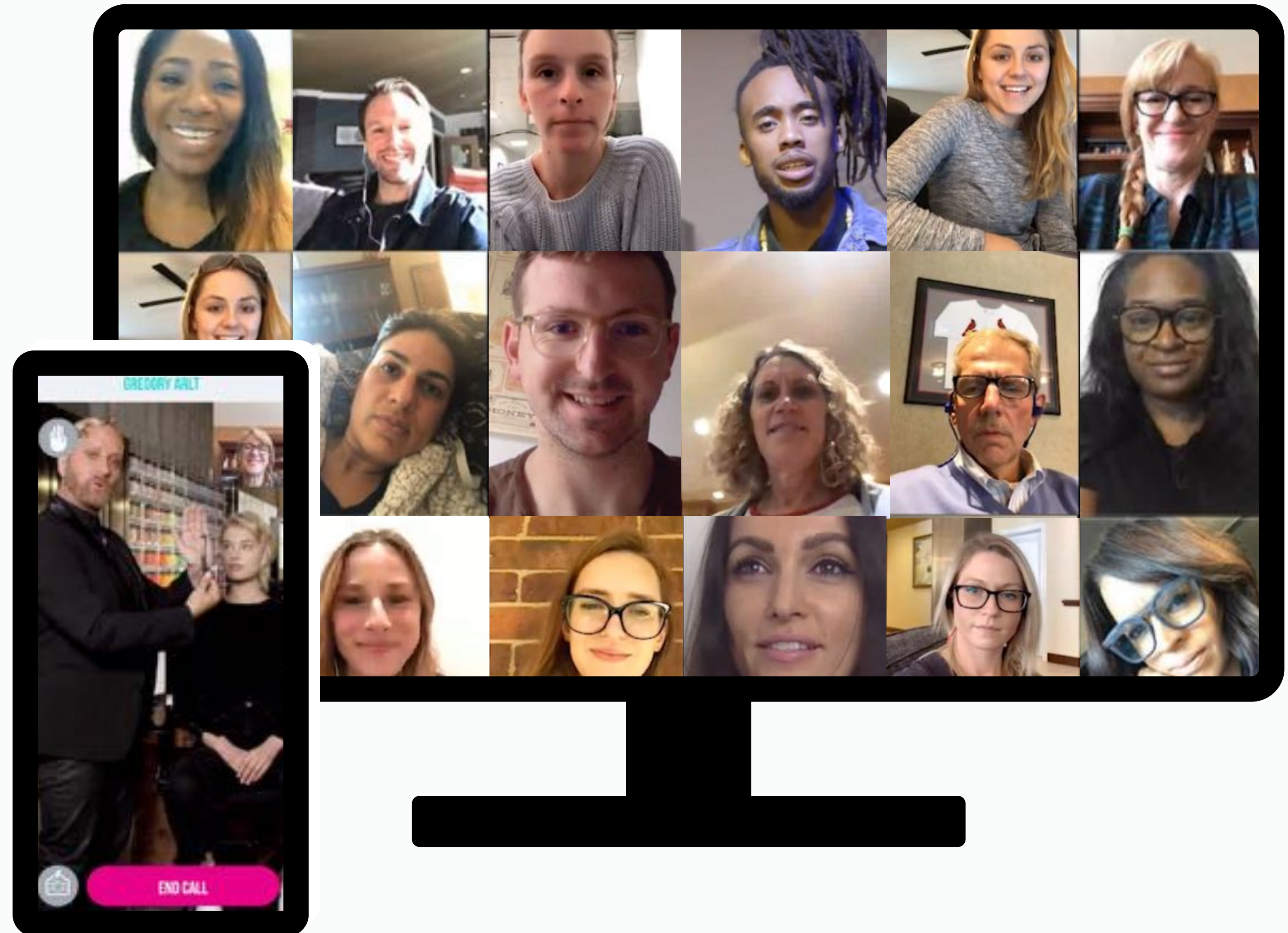
# HERO

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# THE CALL LIST

Video call your entire audience





# TRUTH

In an age led by data and technology, the human becomes the most premium asset.

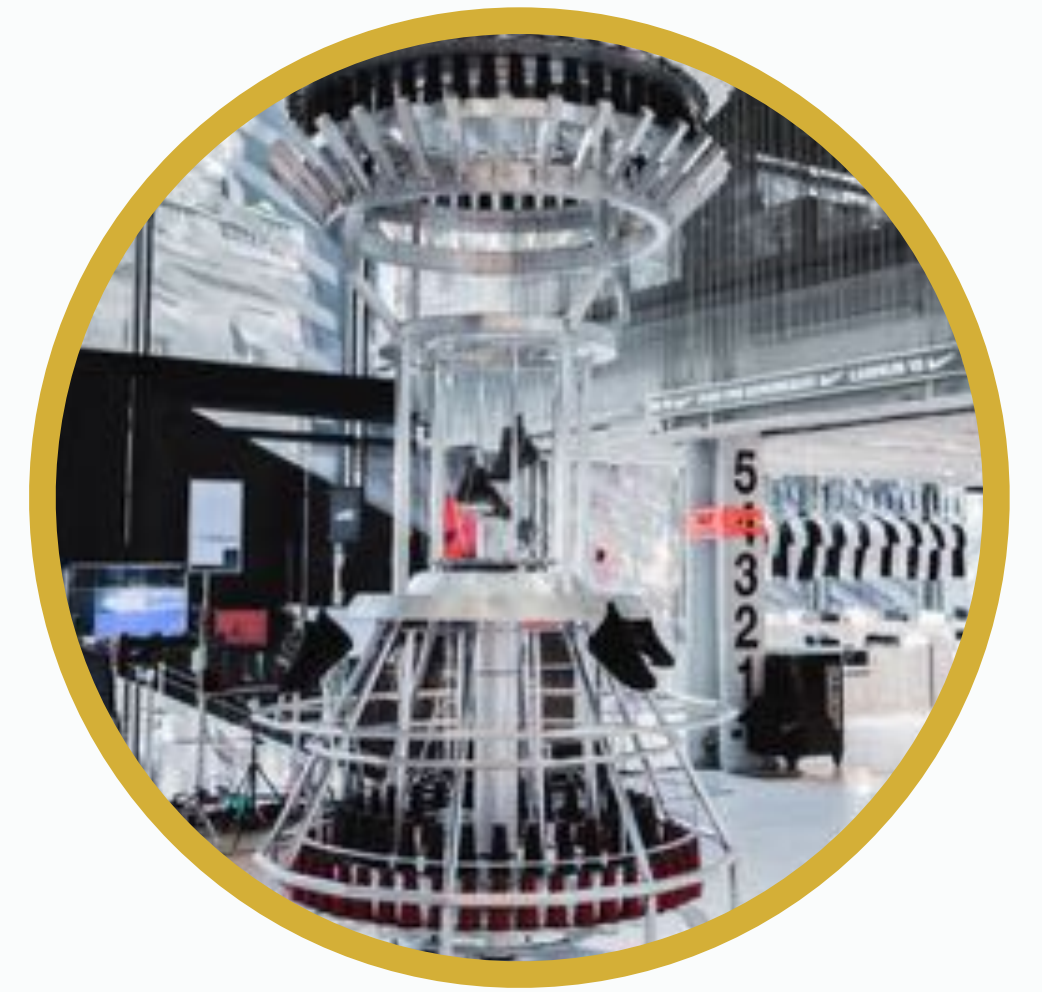
# PROVOCATION

How do we provide beautifully elevated moments in a world of machines?



# Nike's Flagship Store

# Nike's Flagship Store



**FUNCTIONAL**  
**BUYING**

**HUMAN**  
**SHOPPING**

# 3 FORCES AFFECTING THE FUTURE OF

01 The Human is Premium

**02 The Chicest Thing is Privacy**

03 Luxury is Necessary





***“The chicest thing is  
when you don’t exist  
on Google.”***

**PHEOBE PHILO**  
FASHION DESIGNER





*“ The brand has no public face making the rounds at cocktail parties. It does not hire celebrities to be brand ambassadors. It does not make a splashy showing on red carpets.”*

WASHINGTON POST

HERVÉ ANDRÉ  
HERVÉ ANDRÉ



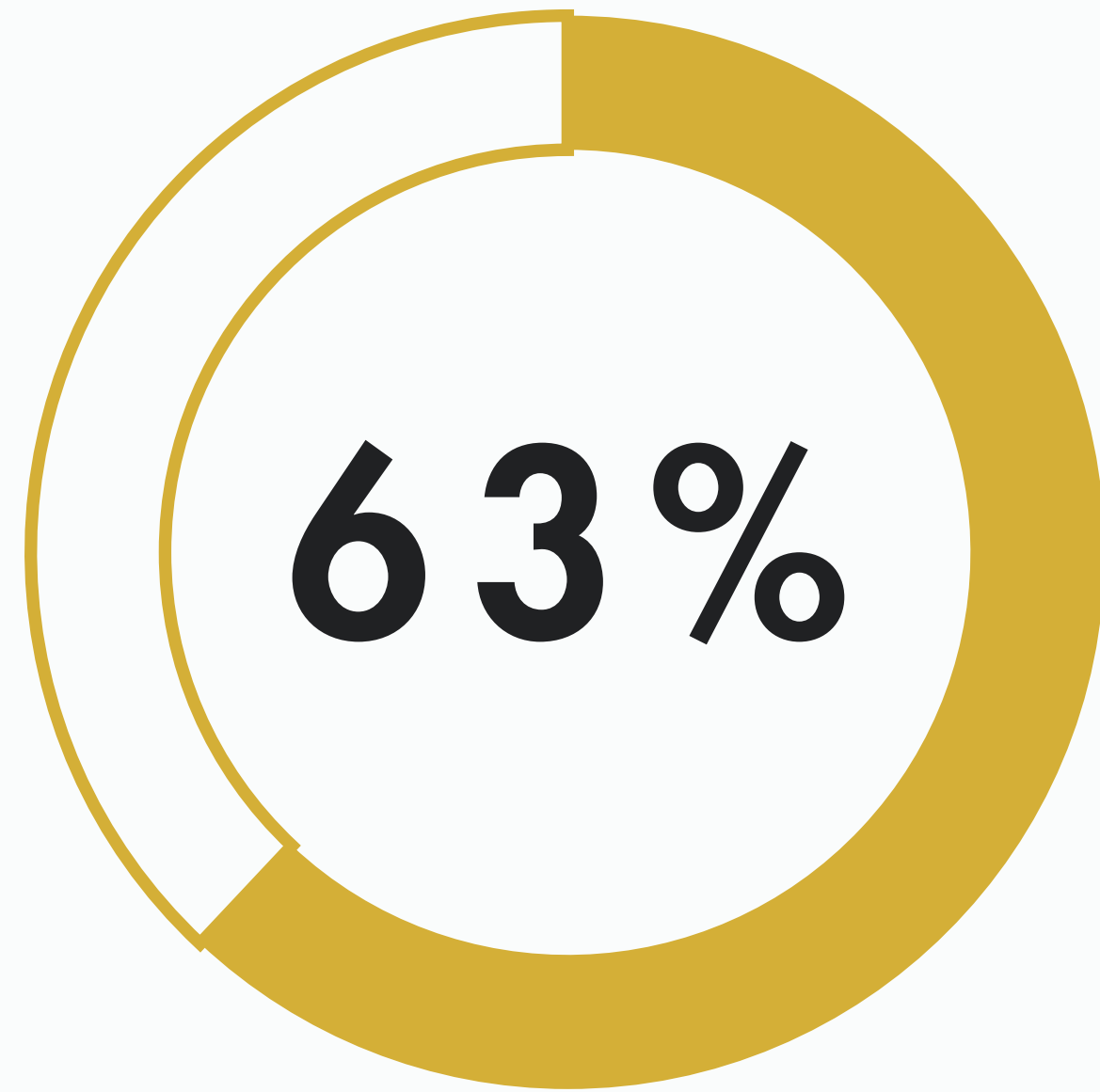
HERVÉ ANDRÉ  
HERVÉ ANDRÉ

*"Privacy is a kindness of the soul that we ought to show both to those we know and to those we come across. It is a right we are entitled to, and it's never pleasant to be forced to demand it, since that spoils the charm of its pure sincerity."*

BRUNELLO CUCINELLI

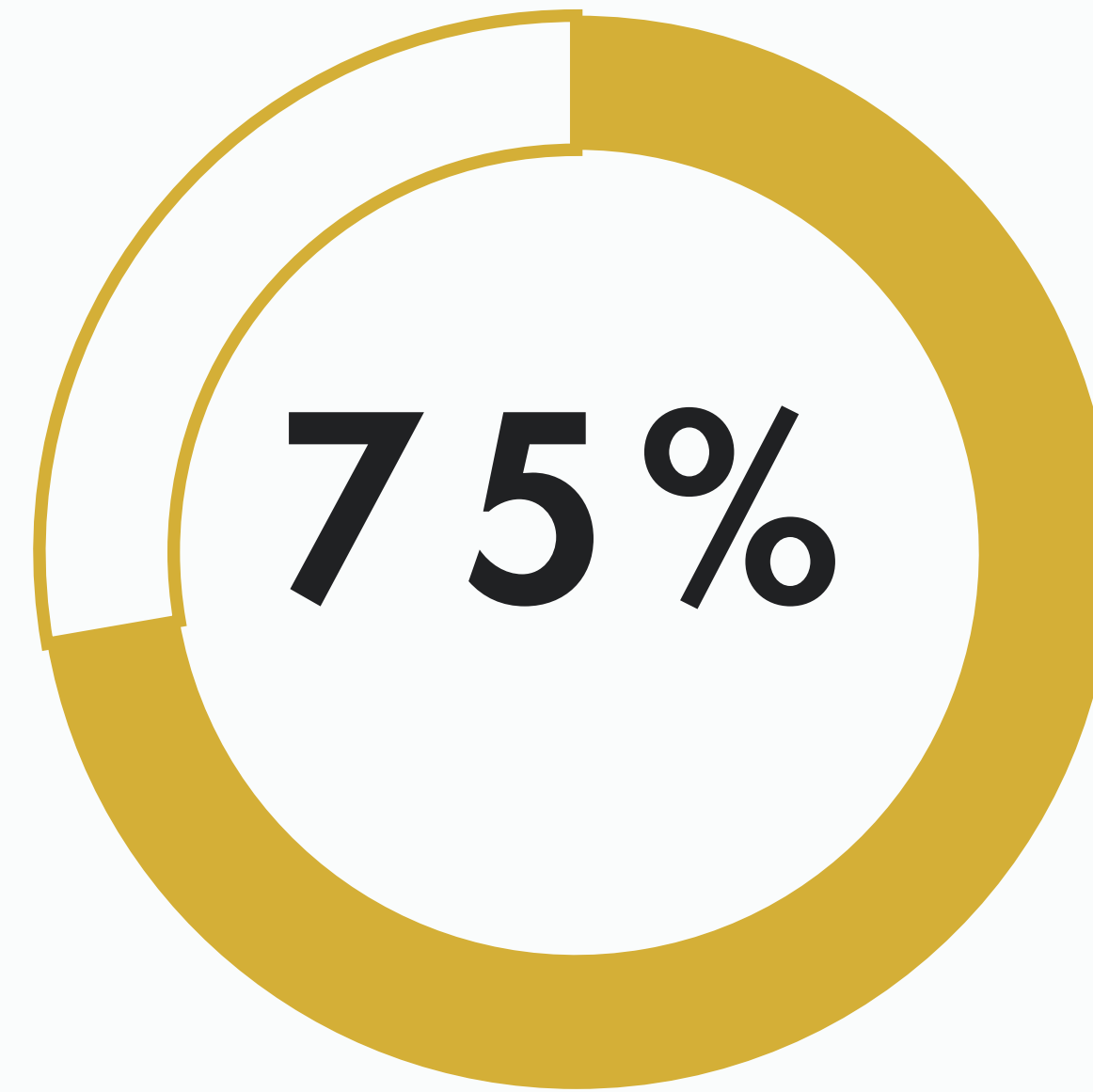
McCANN  
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# THE AFFLUENT ARE BECOMING MORE PRIVATE



**GEN POP**  
CHINA

vs



**AFFLUENT**  
CHINA

I think more consciously about sharing information today than I did 5 years ago

# NET-A-PORTER PACKAGING OPTIONS

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## SIGNATURE PACKAGING

Your order will be sent in our signature black box and tied elegantly with ribbon.

For Premier orders, you can expect your purchase to be hand-delivered in one of our stylish NET-A-PORTER black shopping bags.



## BASIC PACKAGING

For a more discreet option, you can choose to have your order wrapped in protective black tissue and delivered securely in a brown cardboard box, or paper shopping bag for Premier orders.



**57%** of 18-34-year olds describe themselves as  
"cautious sharers."

# PRIVACY IS A NEW LUXURY

“*Last year I spent more than \$2,200 and countless hours trying to protect my privacy. In our data-saturated economy, privacy is becoming a luxury good.*”

JULIA ANGWIN  
NEW YORK TIMES



**What If: Privacy becomes a luxury good?**

**Apple's Newest Luxury Product Is Privacy**



Adam Clark Estes

Yesterday 10:40am • Filed to: PRIVACY

10.0K 27 Save

**Privacy Is Now a Luxury**




Jorge Ramos

4/24/18 3:15pm



**IN THE FUTURE,  
EVERYONE WILL BE ANONYMOUS  
FOR 15 MINUTES.**



A top-down view of a meeting table. A person's hand is holding a smartphone, and another person's hand is pointing at a laptop screen. The background is a blurred office setting.

**76%** of affluents globally think that stores care more about their data than their experience.



**83%** of Chinese affluents think  
that stores care more about  
their data than their experience.

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*Our belief is that privacy and luxury are synonymous. I think that we will always be extremely conservative in the way that we use data.*

*At the same time, our customers expect a high level of service and personalization.*

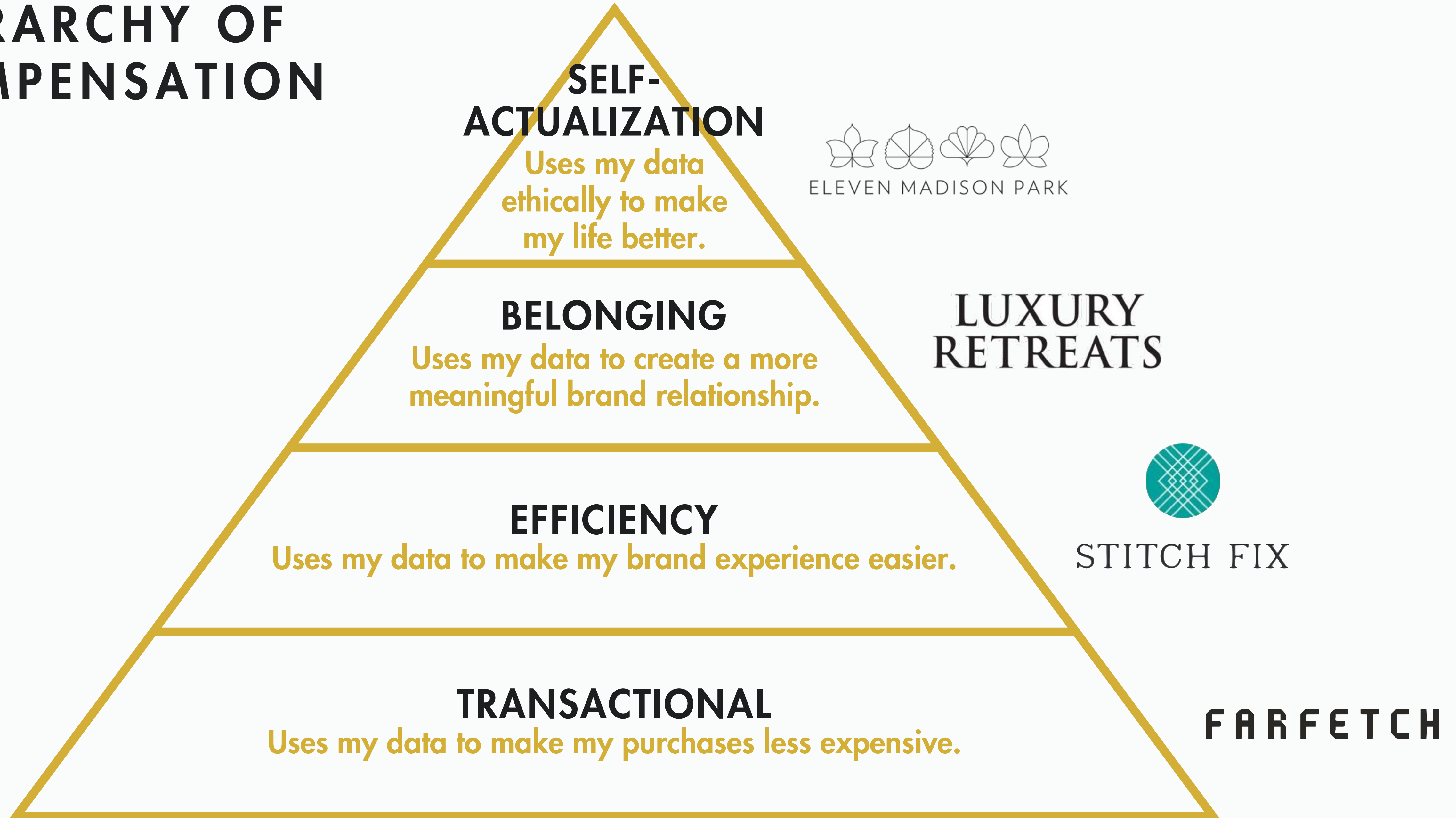
*As long as you're using data to improve the experience and not to sell them out to other interests, people are happy to engage.*

//

**IAN ROGERS**  
CDO, LVMH

**McCANN**  
WORLDGROUP

# HIERARCHY OF COMPENSATION



**Loyalty is more than  
a points program.**

***It's an ecosystem.***



## VIP Salons



## Personal Touch



## Newsletter



## Documentary



## Beauty Workshop

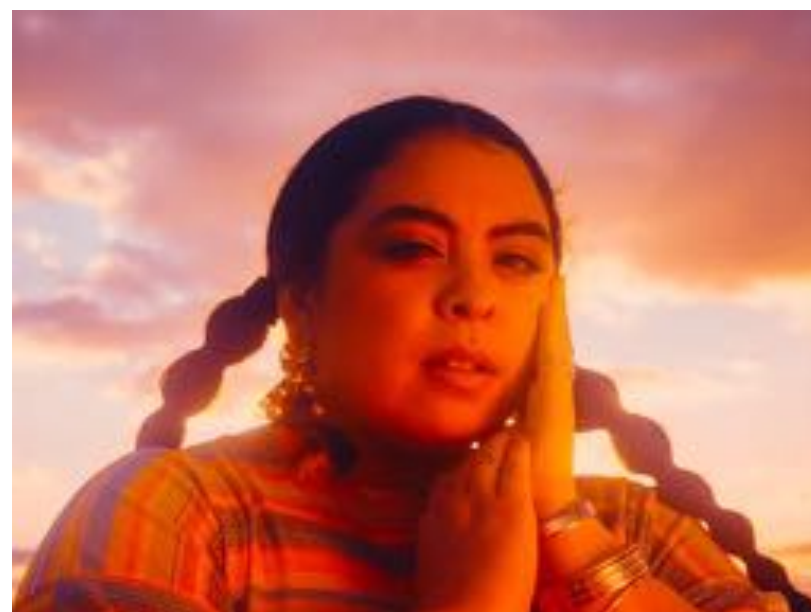


# the hoxton

## Classes



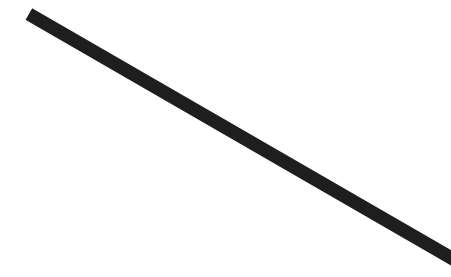
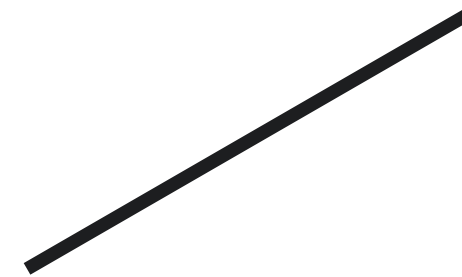
## Talks



## Working From\_



## Activities



## Instagram



# TRUTH

Data should move beyond “targeting” to elevating the business of every day life.



# PROVOCATION

How do we use data to create an elevated eco-system that creates true brand loyalty?

# 3 FORCES AFFECTING THE FUTURE OF

01 The Human is Premium

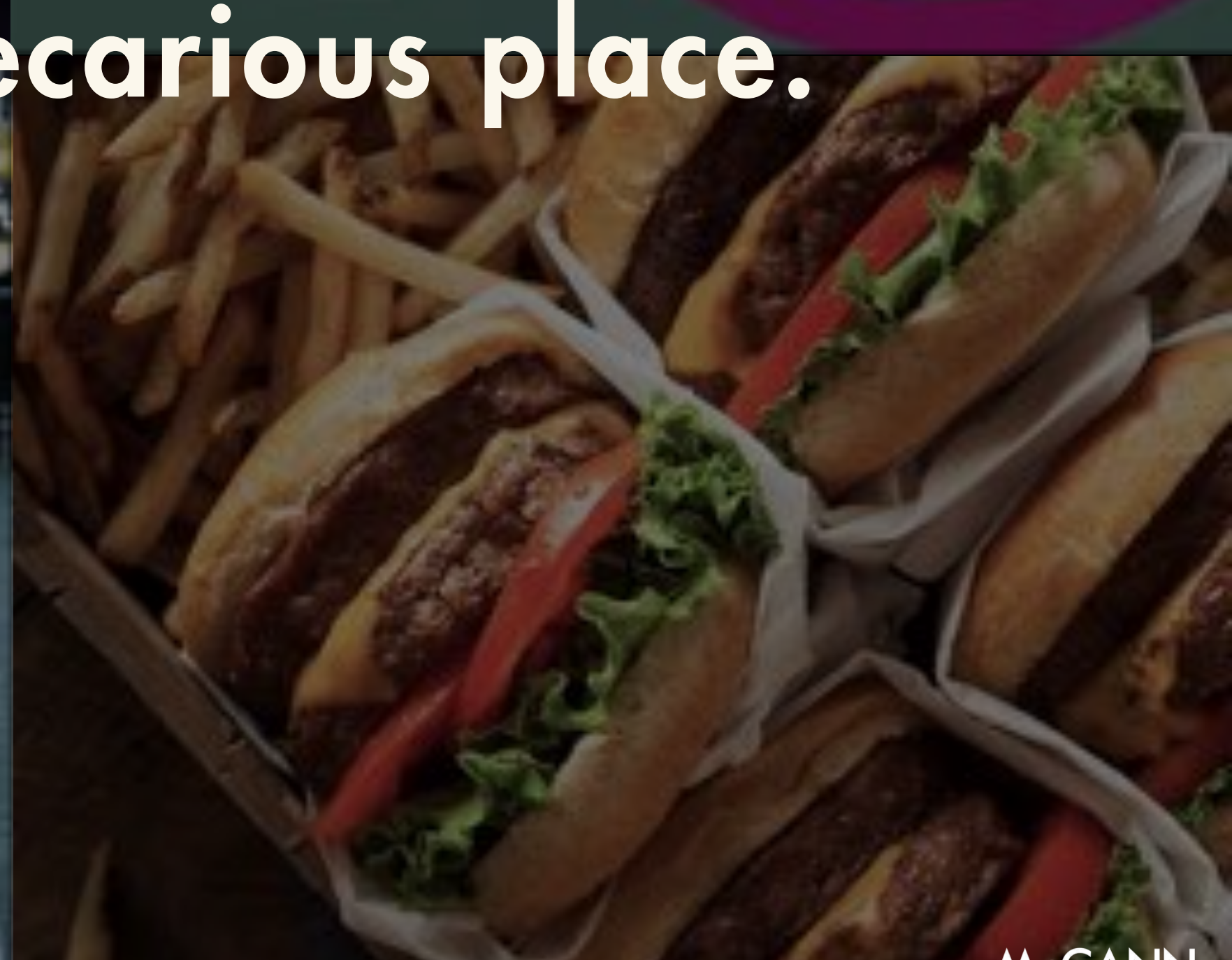
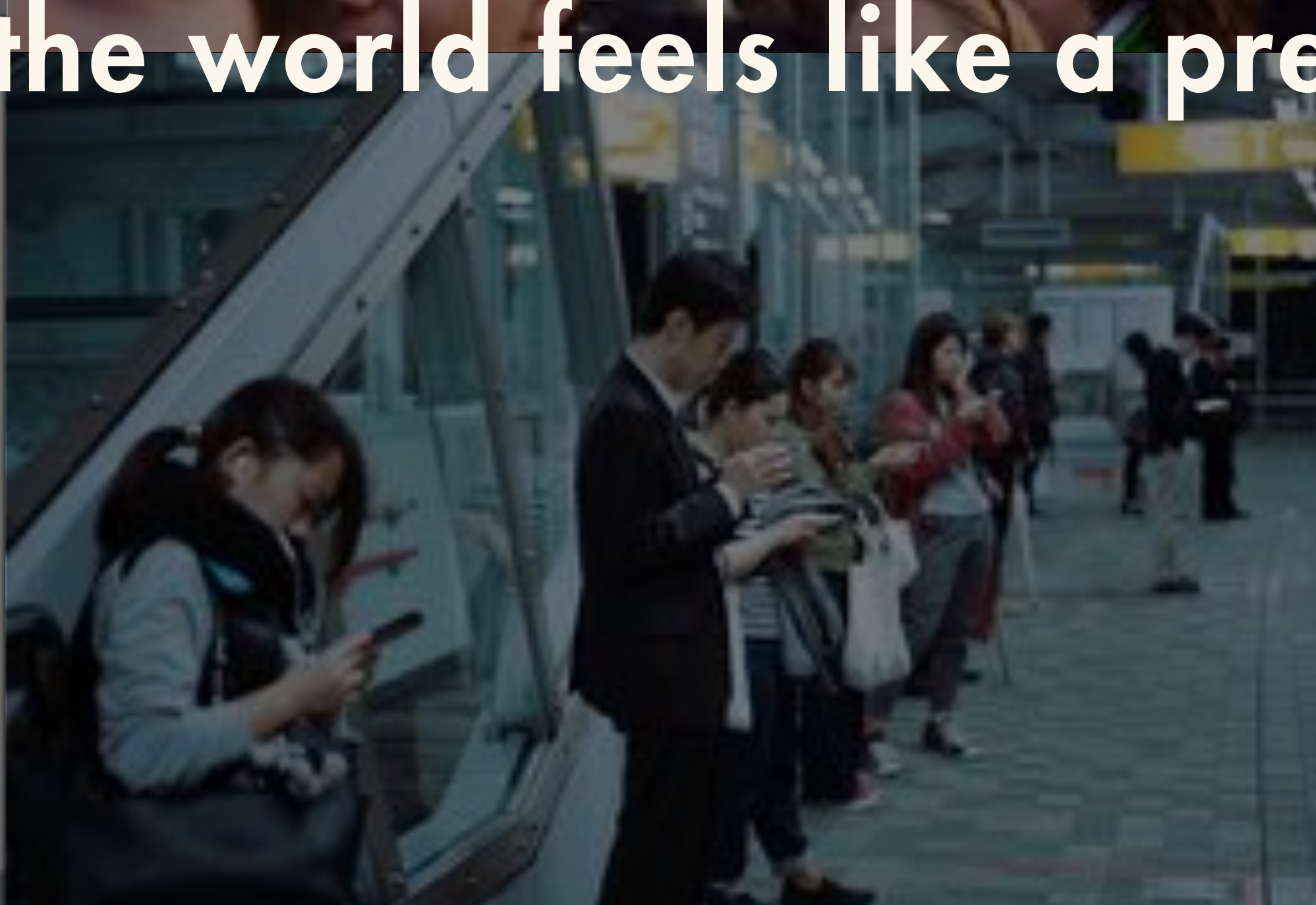
02 The Chicest Thing is Privacy

**03 Luxury is Necessary**





In 2020, the world feels like a precarious place.



LUXURY ISN'T  
FRIVOLOUS,  
LUXURY IS  
NECESSARY

# LUXURY IS AN ANTIDOTE

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**Mass production**



**Craft Production**

**Ephemeral**



**Lasting Legacy**

**Superficial**



**Purpose**

**Wasteful**



**Caring**


**Information Overload**



**Thoughtfulness**

A pair of hands is shown from a top-down perspective, cupping a stack of Euro banknotes. The hands are positioned in the center of the frame, with the fingers slightly curled around the edges of the money. The banknotes are of various denominations, including 10 Euro and 20 Euro notes, and are stacked on top of each other. The background is a plain, light-colored surface, possibly a table or a wall, which is slightly out of focus. The overall lighting is soft and even, highlighting the texture of the skin and the details of the currency.

**87%** of affluents globally would pay more if it meant their item last longer.

A dimly lit room with a desk lamp and a chair. The lamp is on the right, and the chair is on the left. The text is centered in the middle of the image.

**74%** of affluents globally believe that if everyone had fewer things the world would be a better place.

**The new generation has a  
part to play in this narrative.**





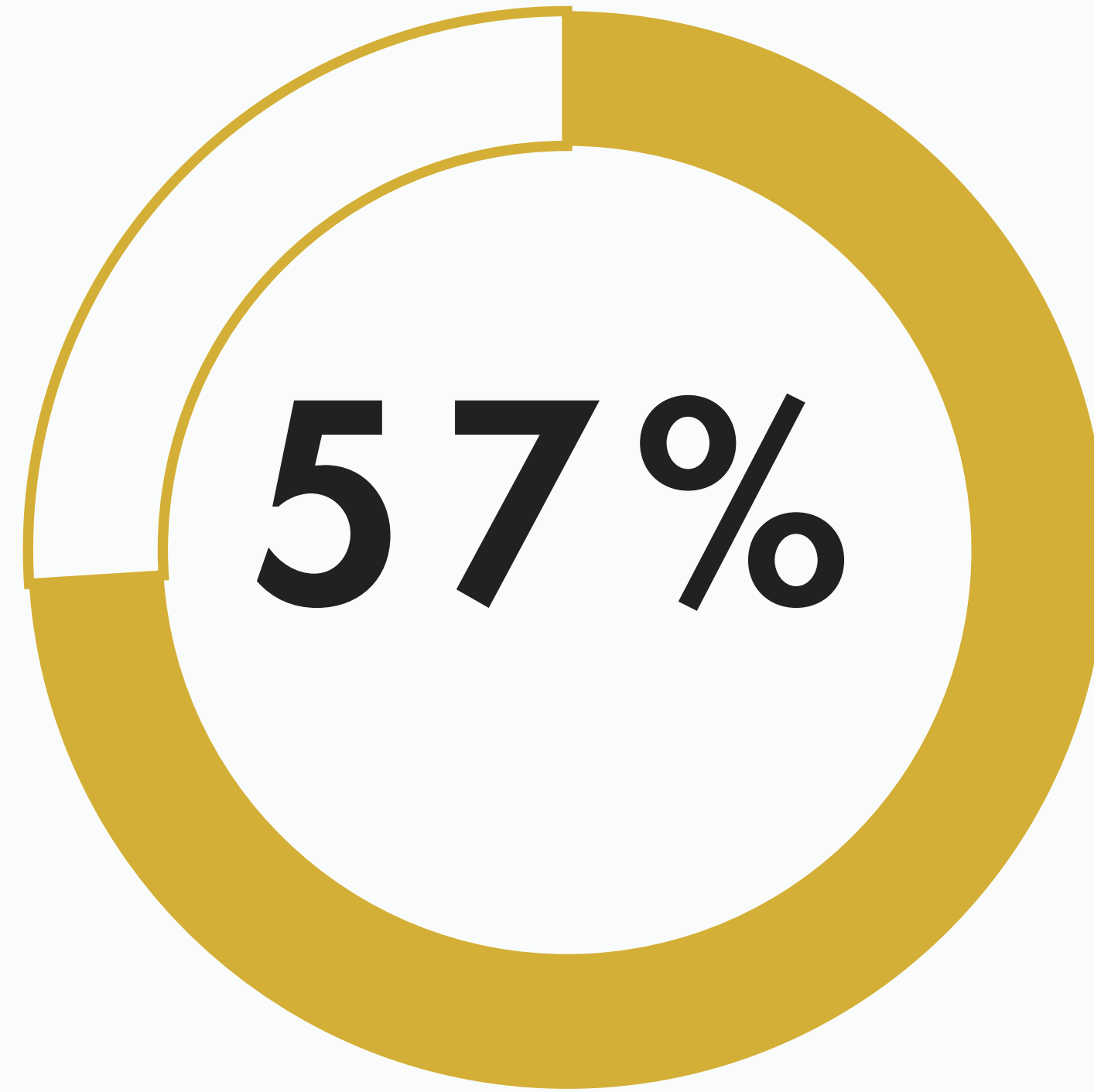
THEY WANT TO FIND PEACE

**38%** of Gen Z say that they enjoy  
cancelling plans that they've made.

 Millennials: 37%

 Gen X: 24%

 Boomers: 17%



Of Gen Zers say they pray/meditate regularly in order to find peace in today's busy world.

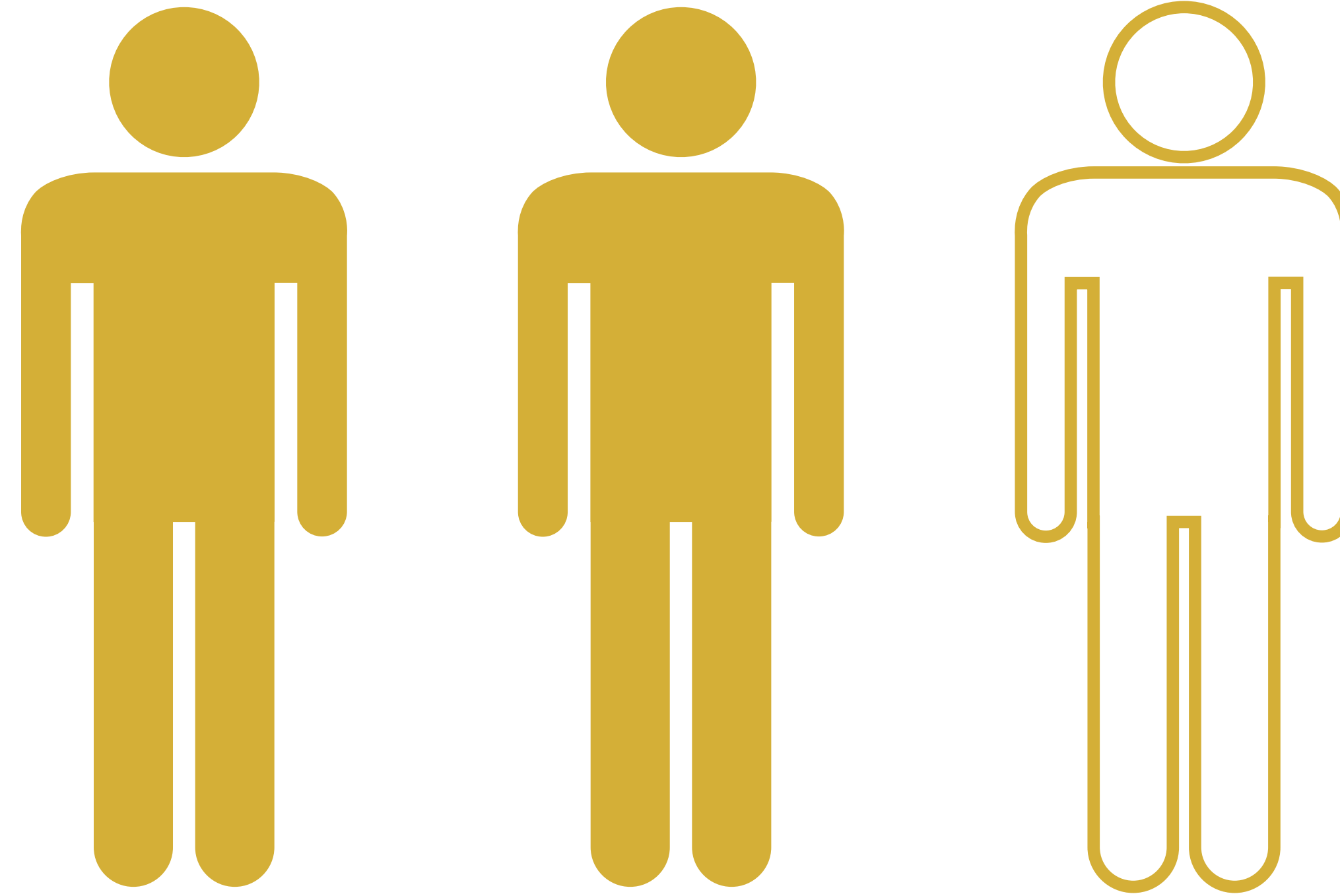
 China Gen Z: 75%

*“Luxury is a quiet moment—the things I do just for me—Instagram gets in the way because I’ll need to post and it’s no longer just for me.”*

GEN Z, U.S. FGD



# THEY WANT A FUTURE THEY CAN BELIEVE IN



**2 in 3** of global Gen Z say that they don't feel they can plan for their future due to the uncertainty in the world today.

 China Gen Z: 3 in 4



Michael Jobett

@Michael\_Jobett

When your children act like leaders and your leaders act like children, you know change is coming.

11:23 AM · Feb 28, 2018 · Twitter for iPhone

70.2K Retweets 239.7K Likes





**82%** of Gen Zers globally agree that companies should be required by law to protect and conserve nature.





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***People come to luxury with questions.  
Yes, it is beautiful aesthetically, but is it as  
beautiful on the inside?***

//

**ALESSANDRO BOGLIOLI**  
CEO, TIFFANY'S

*“One hundred and fifty people involved. About twenty flights and a dozen or so train journeys. Forty cars on standby. Sixty international deliveries. Lights switched on for at least ten hours nonstop, partly powered by gasoline-fuelled generators. Food waste from the catering services. Plastic to wrap the garments. Electricity to recharge phones, cameras ...”*

EMANUELE FARNETI

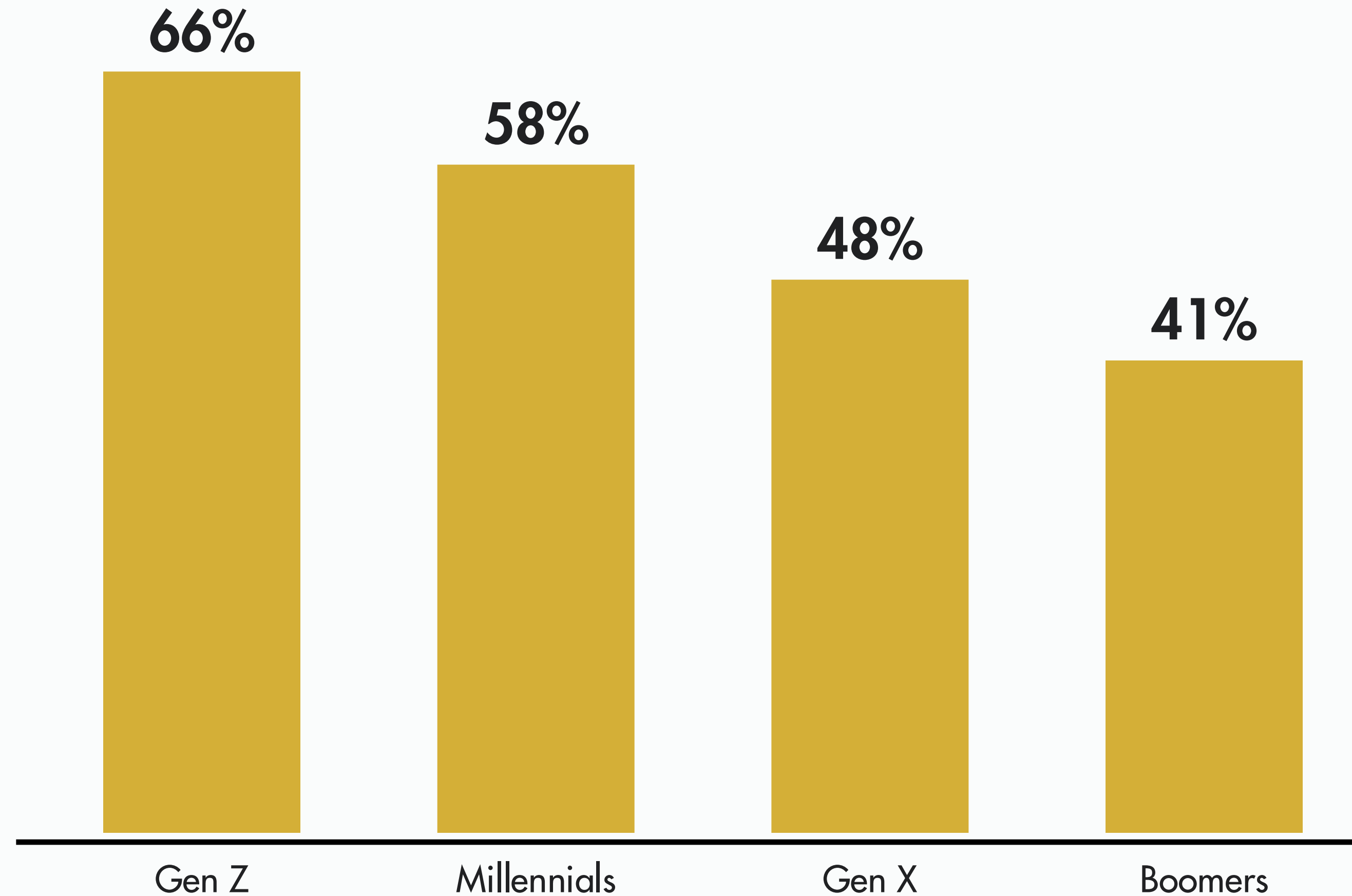


A group of people, likely at a social event, wearing white shirts and red leis. Some individuals are looking at their mobile phones, while others are looking towards the camera. The background is slightly blurred, showing more people in similar attire.

THEY WANT TRUE CONNECTION

**2 in 3** Gen-Zers say that they often feel lonely despite being surrounded by friends and family.

# NOT ALL FRIENDSHIP IS CREATED EQUAL



I often feel lonely despite being surrounded by family and friends.



**When it comes to the effects of social media on society, nearly half of Gen Z worry we'll lose the ability to deal with real people experiencing real emotion in real life.**

TRUTH

In times of uncertainty, luxury and premium brands have the power to provide beauty amid the noise.

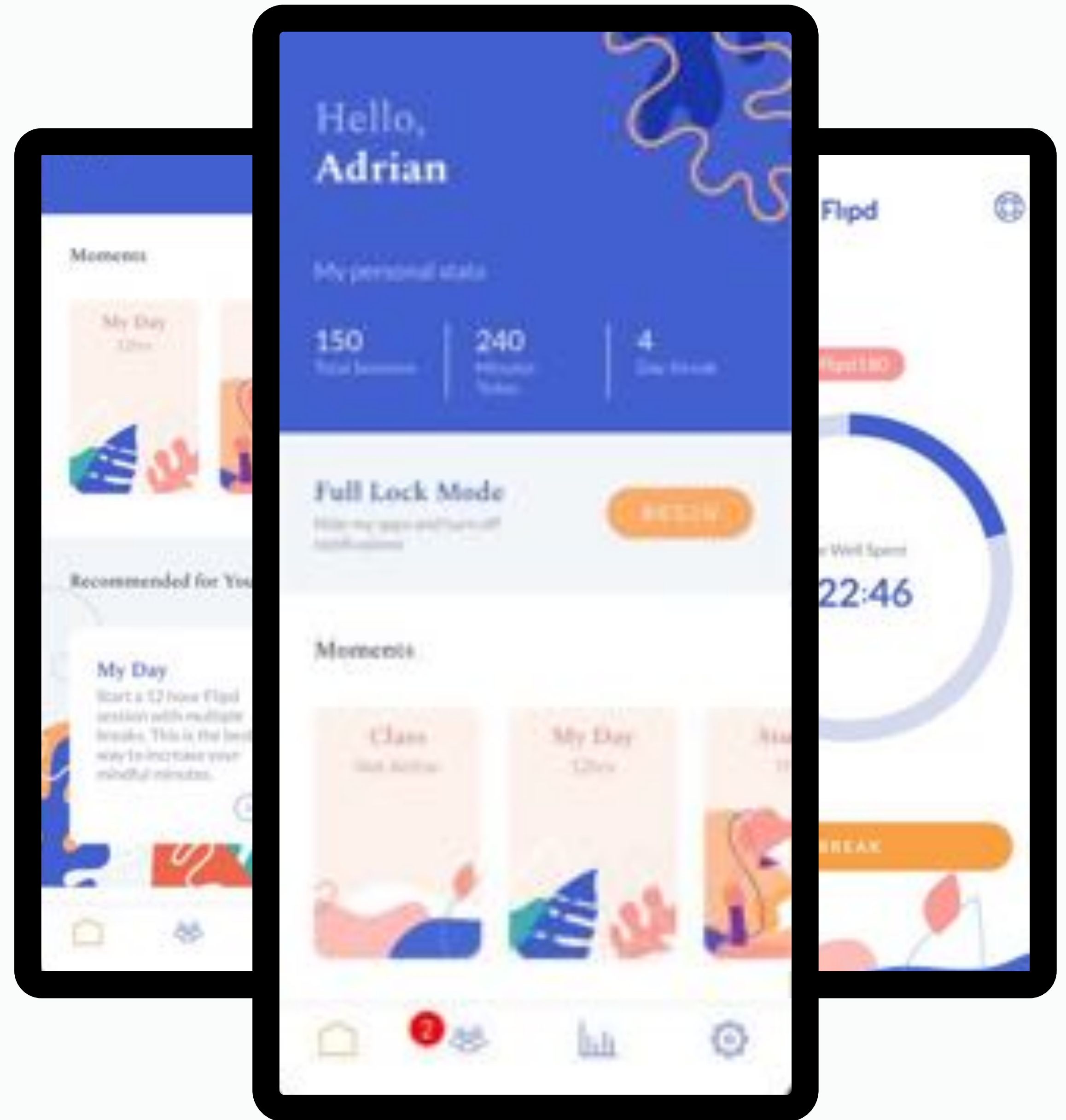
# PROVOCATION

How can we recast the role of luxury to be a true source of certainty in uncertain times?

# FLIPD

A digital wellness company that empowers individuals and communities to disconnect from their phones to reconnect and focus on their offline tasks.

Based on the chosen task, Flipd blocks the unrelated apps on your phones and help you monitor the time away from your phone as well as incentives you to keep going by sharing motivating content and rewards.







GENTLE MONSTER

**Most importantly, we  
have a role to play.**

**88%** of affluents believe that brands have the power to make the world better.



Global Gen Z: 81%



China Gen Z: 86%

# TRUTH

In an age led by data and technology, the human becomes the most premium asset.

Data should move beyond “targeting” to elevating the business of every day life.

In times of uncertainty, luxury and premium brands have the power to provide beauty amid the noise.

## 01 The Human is Premium

## 02 The Chicest Thing is Privacy

## 03 Luxury is Necessary

# PROVOCATION

How do we provide beautifully elevated moments in a world of machines?

How do we use data to create an elevated ecosystem that creates true brand loyalty?

How can we recast the role of luxury to be a true source of certainty in uncertain times?

**THANK YOU**