

## The Luxury Consumer - US - August 2019

Report Price: £3254.83 | \$4395.00 | €3662.99

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"The concept of luxury is evolving beyond fine jewelry and formalwear. For today's consumers, easy, enjoyable, even interactive experiences can be luxuries as well. For younger, male consumers, however, recognizable brand names are still an important part of signaling a luxurious lifestyle."

- **Kristen Boesel, Senior Lifestyles & Leisure Analyst**

This report looks at the following areas:

- Those who can afford luxury products are among the least interested
- Younger consumers want to show off their spending
- Millennials are the generation most likely to spend on services

The luxury apparel and accessories landscape is shifting toward a more youthful market. Brands like Louis Vuitton and Gucci excel at engaging younger consumers and keeping their brands fresh with vibrant designers, but other luxury houses like Chanel, Dior and Burberry have been slower to adjust to the new realities of today's luxury consumer.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Make It Mine

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