

# THE LUXURY BUSINESS GAZETTE

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

## CEOs Are Excited & Optimistic About Luxury Business in 2023

➤ According to industry analysts and retail executives, there's room for the luxury sector to keep growing in the year ahead. There are many reasons behind this continuous growth and one of them is the fact that luxury brands create and sell goods and services for those segments of consumers that are either much less or not impacted by the global economic semi-recession. ([RobbReport](#))

## Demand For Top Call Girls' Services Surges During WEF

➤ This year too demand for call girls surged during the annual gathering of world's business and political elites at WEF in Davos. The call girls' services appeal to the HNWI and UHNWI that jet in to this Swiss resort town for the five day economic summit. These highly demanded call girls are booked into delegates' hotels alongside business executives.



## MOST POWERFUL FAMILY BUSINESSES

Before corporations and nations, the first organization or institution was the family. Even today behind many of the multinational corporations and powerful institutions, there are long-established high-net worth dynasties. According to the recently published 2023 Family Business Index developed by EY and University of St. Gallen, Europe is home to the majority of family-run businesses that are over hundred years old but the oldest family business is behind Japan's Takenaka Corporation that is 412 years old. As the ex-CEO of Faber-Castell, a 260-year-old brand, Count Anton-Wolfgang von Faber-Castell, explained saying: "We family entrepreneurs naturally find it easier to think in terms of generations and to see through projects whose fruits will not be reaped for perhaps decades."

## Luxury Real Estate Key Trends to Know Going Into 2023

➤ According to a new report luxury real estate is predicted to stay steady this year, with steady prices, sustained demand and short supply. Who comprises the luxury home market today? What are the key trends to know for homebuyers and industry professionals going into 2023?

## Ranking of World's Current Best Golf Courses Revealed

➤ Although the golf field is where the players compete it is also a place where the players make business deals or important connections. Golf World, with a panel of 13 judges, has recently revealed the ranking of current top 100 golf courses in the world. In addition to the courses, it also provides a separate ranking for the best golf resorts in the world.

## 2022 Was a Great Year For Luxury Car Manufacturers

➤ Luxury automotive brands as Lamborghini, Porsche, Mercedes-Benz and Roll-Royce performed very well in 2022. Moreover, last year was a very successful year for the new luxury electric vehicle brands as Lucid and Polestar as well. One of the factors behind these sales is the fact that high-quality vehicles last longer and so they are worthy of investing in especially in times of stagflation.

## CLIENTELE FOR LUXURY VACATIONS

A new study revealed that upper class is not the only consumer segment that demands luxury vacations. This study is another one of countless proofs of how weak the segmentation skills of current marketers are and how many untapped consumer/market segments with high potential there still are.

Today, no segmentation means no mapping. There is a deepening need for real segmentation within the luxury industry. There is a need for state-of-the-art segmentation among those who still haven't discovered the actual psychographic segmentation employed by a minority of insiders. Those marketers that still use only demographic segmentation will be left behind. Those that do not stop there to go beyond demographics and use non-digital psychographics will reach better results.

## 'SMALL' LUX BRANDS UNITING

The large ordinary brands usually choose horizontal growth that doesn't always carry the advantages and benefits that the small extraordinary brands have. Boutique luxury brands, unlike conventional large brands, employ a different business model that is concentrated on organized vertical growth. As Reuters reported recently, "with its tradition of sophisticated craftsmanship, Italy is home

to thousands of small manufacturers [largely family-owned] that cover 50-55% of the global production of luxury clothing and leather goods against 20-25% for the rest of Europe" according to calculations of Bain & Co. But these brands are struggling to meet the exponentially growing demand and population of global luxury clientele. This is why Italy's small luxury manufacturers are now joining forces and fund investments are helping to drive consolidation.

