

LUXURY, FASHION AND BEAUTY IN REINVENTION:
How millennials are reshaping these sectors?

THE LUXURY MARKET



THE CHANGING FACE OF LUXURY: 4 TENSIONS TO DEAL WITH OR BUILD ON



HOW MILLENNIALS ARE RESHAPING THE WORLD AND LUXURY?

THE MOST IMPORTANT LUXURY TARGET OF TODAY AND TOMORROW:



THEY GREW UP IN A WORLD DRIVEN BY COMMUNICATION AND TECH:

QUICK AND EASY IS THEIR MOTTO



THEY ARE SOCIAL FIRST



IT'S ME ME ME



TOGETHER OR NOTHING



BEYOND POSSESSIONAL, LIVE EXPERIENCES

18-26 years old



SUSTAINABILITY MATTERS



AND THE NEXT GENERATION IS COMING



LUXURY, FASHION AND BEAUTY: MEET THE 3 TRENDS

