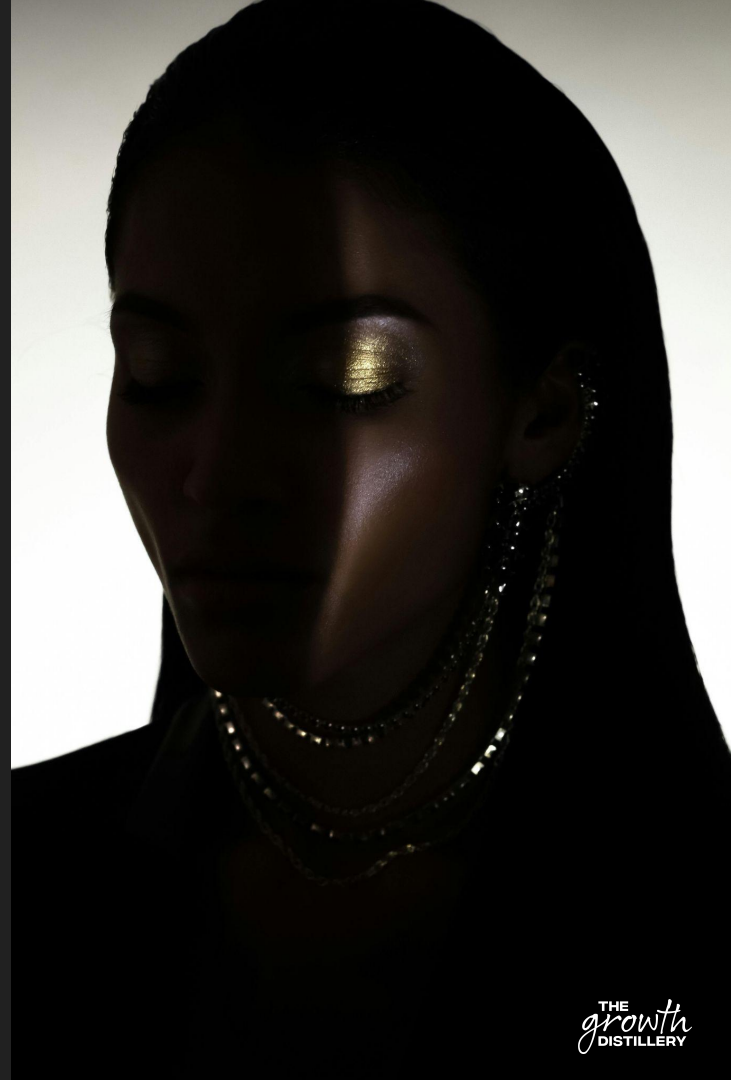


THE FORCES SHAPING

Luxury

Navigating the next generation of
wealth, desire and demand.

The face of luxury
is *shifting*





To win, the question we need to answer is...

*How to earn lasting
cultural and personal
relevance?*

Amid inflation, rising living costs, and changing generational values, *new pockets of wealth are emerging.*



Going beyond the traditional luxury buyer, we've identified six future-focused profiles that represent tomorrow's luxury consumers.

PROFILE 1



Young, Free and
Earning

PROFILE 2



Freed Up and
Returning

PROFILE 3



Property Wealth
Builders

PROFILE 4



Driven, Diverse
and Rising

PROFILE 5



Wealth Transfer
Recipients

PROFILE 6



Non-traditional
Wealth Creators

We are going to focus on 4 with the highest propensity to buy or sell property

PROFILE 1



Young, Free and
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Non-traditional
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PROFILE 1

Young, Free and Earning

The early entrants seeking proof of success

Luxury is...

A signal of arrival and success. It's about quality, status, and pride in reaching luxury milestones early.

Key Drivers:

Recognition, resale value, and status.

How to engage:

- Build confidence with brand visibility, investment appeal, and social validation.
- Use aspirational language "first prestige buy," "future classic"
- Highlight quality, future value, and proximity to lifestyle



PROFILE 3

Property Wealth Builders

The quiet achievers with multi-property portfolios

Luxury is...

Personal, rare, bespoke, and deeply considered. It's about quality, narrative, and investments that align with their values.

Key Drivers:

Longevity, craftsmanship, bespoke and rare.

How to engage:

- Highlight quiet exclusivity, focus on the unique details and character
- Narrative driven storytelling
- Quality service, market insights, tailored advice, and access to rare opportunities



PROFILE 4

Driven, Diverse and Rising

Achievement driven CALD males building their legacy.

Luxury is...

A reflection of progress, success, and personal legacy. Every purchase is meaningful, often tied to family, culture, or achievement.

Key Drivers:

Prestige, satisfaction, legacy and marking success

How to engage:

- Frame properties as milestones of achievement and future legacy
- Offer ceremonial service, tailored walk-throughs, and premium design content
- Luxury isn't just for them, it's about what it says to and for their families. Brands should think in legacy, not lifestyle.





PROFILE 5

Wealth Transfer Recipients

Already established recipients of inherited first time wealth

Luxury is...


A signal of belonging. They seek luxury that affirms their new status, effortlessly integrating them into exclusive social circles.

Key Drivers:

Aesthetics, visibility, classic and exclusive.

How to engage:

- Use VIP messaging, social affirmation, and service that feels exclusive
- Showcase limited editions, offer personalised service, and welcome them into a world of prestige heritage.
-



In short, the future
luxury consumer isn't
just different,
they demand difference.

BRANDS MUST MOVE FROM...

monologue to *dialogue*
status to *substance*
relevance to *resonance*



Emotional ROI is the new differentiator

A high price tag is not a value proposition. Even affluent buyers want to know why it matters, why it lasts, why it is worth it.

WANT TO DIG DEEPER?

Full report available at [The Growth Distillery](#) website

