



TRENDVISION
Jewellery + Forecasting

CONSUMER PROFILE 2015
Product Directions Update 2015-16
An overview on Consumer Attitudes in Jewellery

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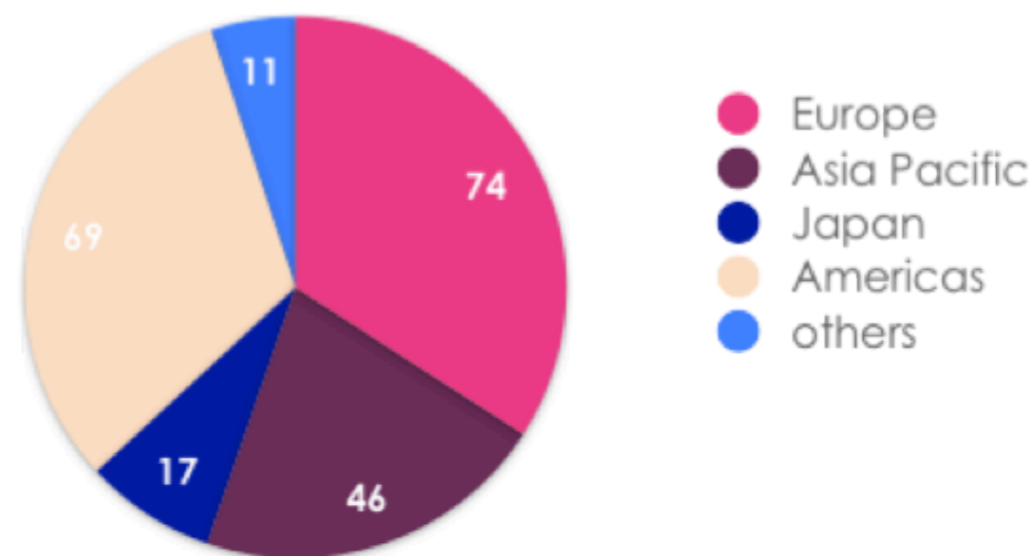
Current **growth** is predominantly in **emerging countries**. Out of the 25 largest growth-contributing cities, 21 are located in emerging markets.

Worldwide total sales were undertaken by **'luxury tourists'**, which means that luxury consumption and tourism are becoming increasingly inter-woven.

The number of luxury consumers has more than **tripled** in under 20 years, to around 330 million people.

Spending has risen at a similar rate, to an estimated **€217 billion (\$300 billion) in 2014**. Around 130 million of these consumers are in emerging markets, and 50 million of those are in China.

EUR 217 billion Luxury consumption by region (in billions)



Source: Bain & Co. 2014



Carolinesmode.com



Linda Farrow



Ross Lovegrove

- **Simplicity is key:** a simpler living with higher quality
- The **fewest elements** are used to create the **maximum effect**

- Meticulously organising **basic elements** such as **lines and planes**
- Products are **reduced** to a stage where no one can remove anything further to improve the design
- “Green” or **sustainable items**

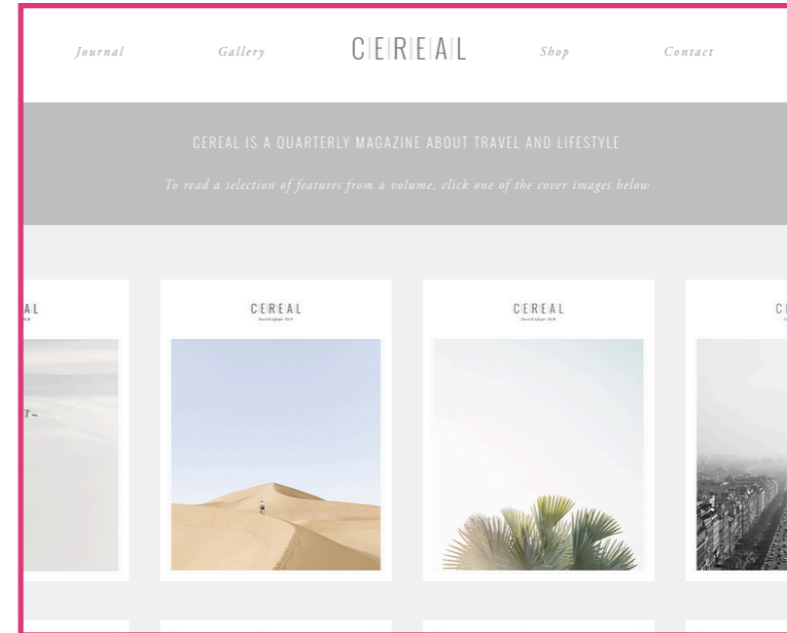


Zaha Hadid Galaxy Soho

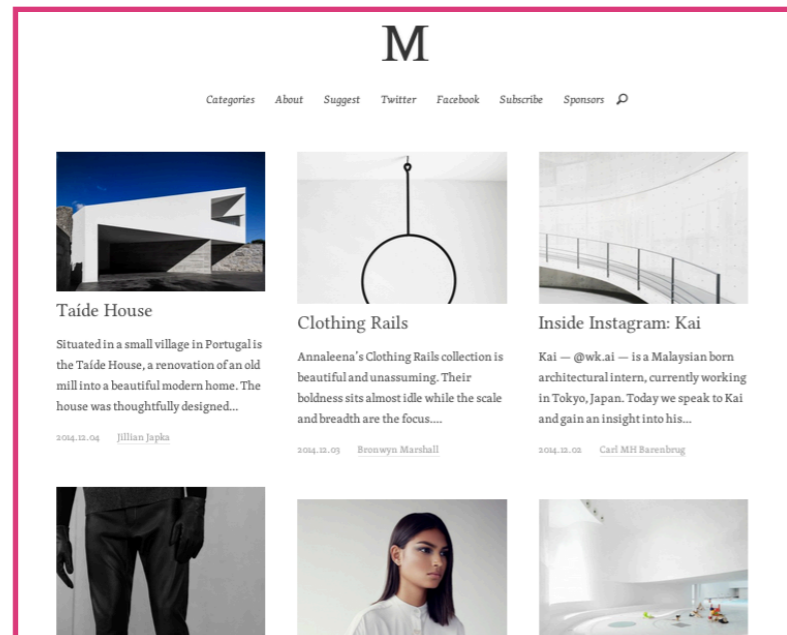
Lifestyle



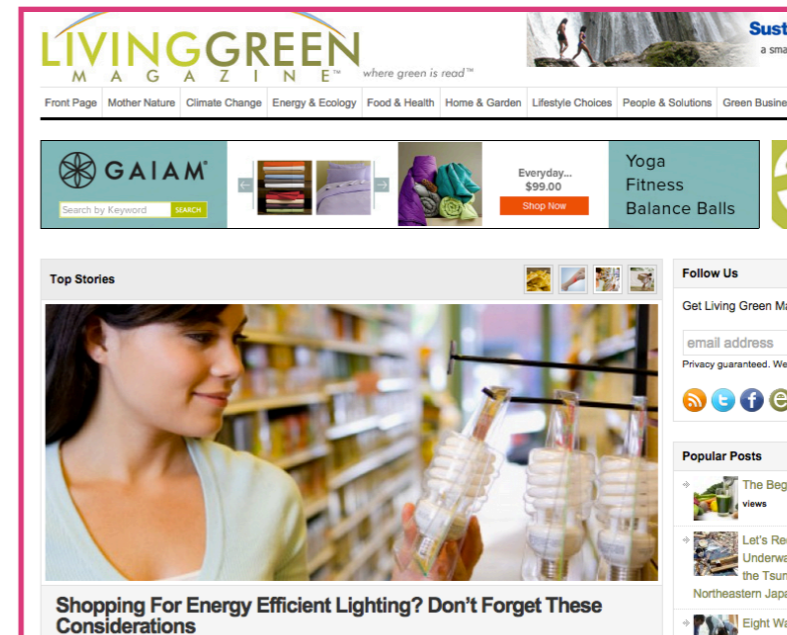
Minimalistic living online magazine



Travel and lifestyle magazine



Online editorial platform that celebrates minimalism in design



Eco-friendly and sustainable living magazine

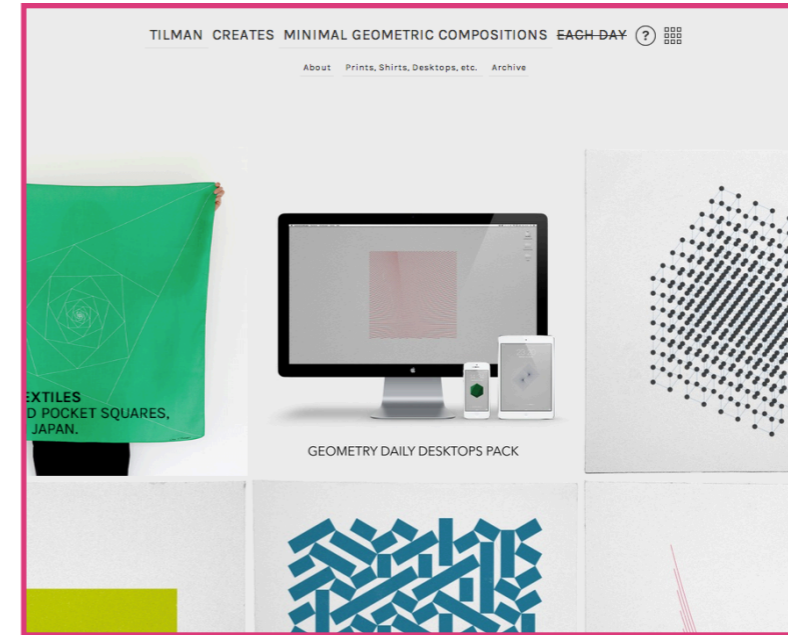
Blogs

 **Becoming Minimalist**



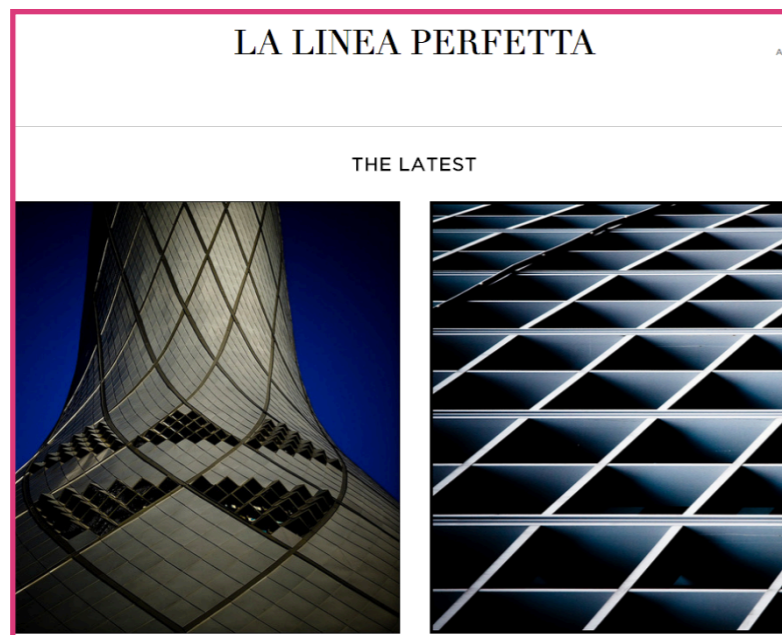
Blog

 **Geometry Daily**



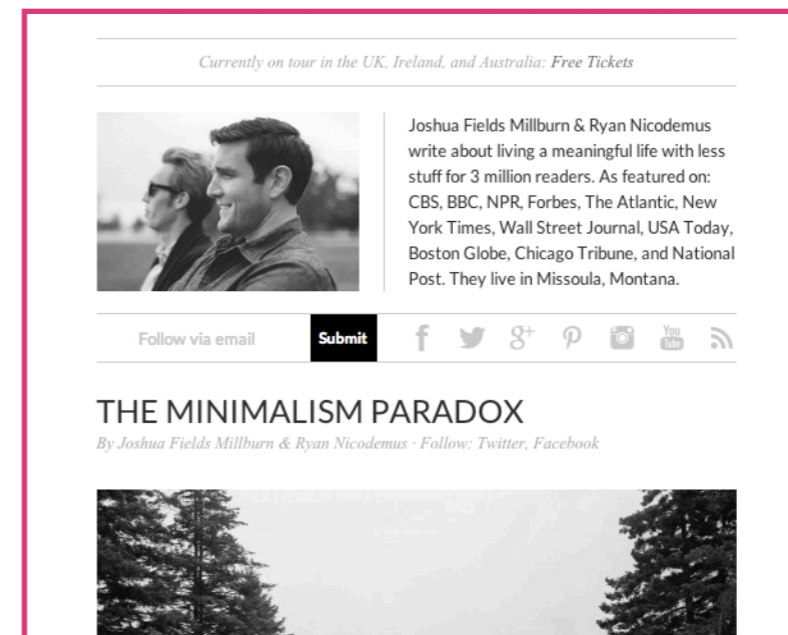
Tumblr blog

 **La Linea Perfetta**



Tumblr blog

 **The Minimalists**



Blog



Jack Vartanian



Stephen Webster



Hemmerle



Mcl by Matthew Campbell
Laurenza

- **Delicate patterns**
- Clean lines
- **Open spaces** make for minimalistic patterns
- **Geometric** formations
- Subtle textures
- **Repeated patterns**



Vida - Aspire Design



Giorgio Visconti

Fluid Lines with Lightweight Feeling



Casato



Dada Arrigoni

