

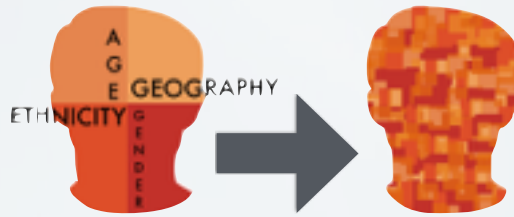
INTRODUCTION

THE TRADITIONAL BUILDING BLOCKS OF LUXURY HAVE CHANGED. NO LONGER ARE THE TENETS OF **HERITAGE**, **CRAFTSMANSHIP** AND **QUALITY** ENOUGH TO SATISFY THE NEEDS AND WANTS OF TODAY'S **POLYMORPHIC** CONSUMER. SUCCESSFUL BRANDS OF TOMORROW WILL NEED TO RECOGNIZE THIS EVER EVOLVING TREND TO ANTICIPATE THE EXPECTATIONS OF **TOMORROW'S** LUXURY CONSUMER

TODAY'S CONSUMER

FUNDAMENTAL CHANGES HAVE GIVEN RISE TO A MULTI-FACETED, POLYMORPHIC CONSUMER WHO IS CONSTANTLY SHIFTING DEPENDING ON SITUATION, LOCATION, TIME OF DAY, ETC. THESE CHANGES WILL CONTINUE TO DRIVE DRAMATIC SHIFTS IN TOMORROW'S CONSUMER

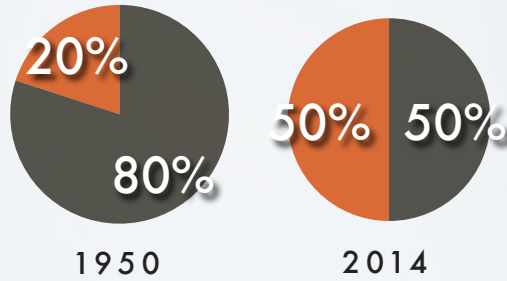
RISE OF THE OTHER



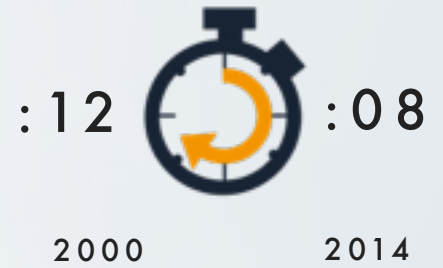
NOT ONE MILLENNIAL



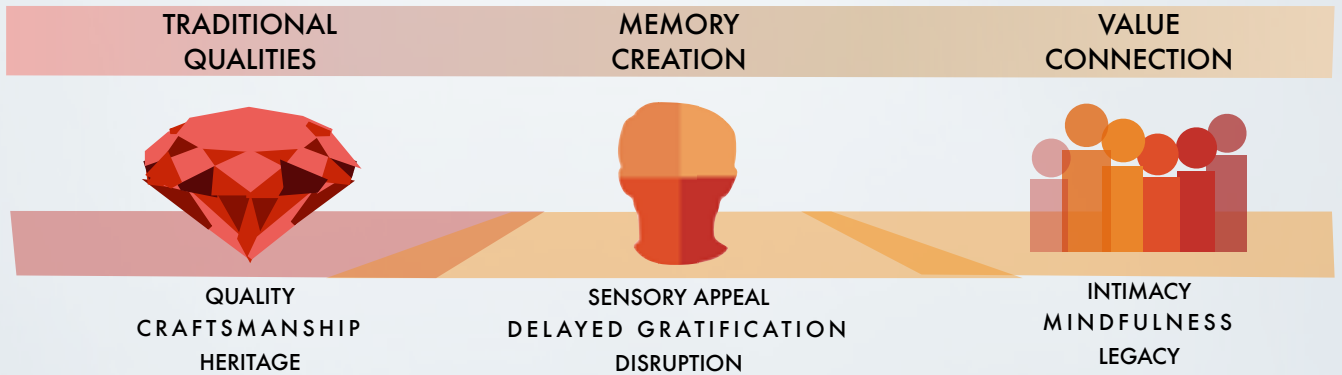
MORE SINGLES



ATTENTION SPAN



FUTURE LUXURY MODEL



RECOMMENDATIONS

SHORT TERM

CF
CONSUMER FIRST
INCREASE CONSUMER RESEARCH TO 8%

LONG TERM

MM
MOOD METRICS
READ CONSUMER'S MOOD TO IDENTIFY ACTUAL WANTS & NEEDS

METAMORPHIC BRANDING
ALLOW PRODUCTS TO MORPH AND CHANGE TO SHIFTING CONSUMER