

Introduction & Methodology 5

- Unity Marketing's Annual State of the Luxury Market Report..... 5
- The US Luxury Market Dwarfs All Others..... 5
 - Figure 1: U.S Luxury Market Relative to Rest of World 2014 (Source: Bain & Company) 6*
- More about the Luxury Report 8
- Home Luxuries 9
- Personal Luxuries 9
- Automobiles, including automobile brands 10
- Experiential Luxuries 10

Affluent Consumer Tracking Study (ACTS) Methodology..... 11

- Two Segments of Affluents based upon Income Are Surveyed 11
- Compilation of Affluent Consumers' Luxury & High-End Purchases 12
- New ACTS Shopper Track Survey Adds Additional Perspective on Affluent Shopping Behavior 12

Sample Demographics..... 14

- Income Demographics 14
 - Figure 2: Income Sample 14*
- Net Worth..... 16
 - Figure 3: Net Worth 16*
- Gender 17
 - Figure 4: Gender distribution 17*
- Age Distribution & Cohort 17
 - Figure 5: Age Distribution 17*
- Luxury Marketers>> Take Action..... 18
- Luxury Marketers>> Get Inspired by Suitsupply 19
- Occupation & Employment 20
 - Figure 6: Occupation 20*
- Other Demographic Variables 21
 - Figure 7: Educational Attainment 21*
 - Figure 8: Marital Status 21*
 - Figure 9: Life Stage 22*
 - Figure 10: Home Ownership 22*
 - Figure 11: Ethnicity..... 23*

Chapter 1— Prospects for the Future Luxury Market	24
Overview	24
Affluents Enjoying the Little Things in Life – Resisting the Temptation to Over-Spend & Liking It	24
Demographic Forecast: Luxury Drought	25
<i>Figure 12: Dent Research, Consumer Spending by Age</i>	<i>25</i>
<i>Figure 13: LCI Historical 1Q2004-present</i>	<i>27</i>
The Consumer Economy at Large	28
<i>Figure 14: Personal Consumption Quarterly Change 2008-1Q15</i>	<i>28</i>
<i>Figure 15: Personal Consumption Expenditures 1Q15 Percent. Change Previous Period, details</i>	<i>30</i>
Luxury Marketers>> Take Action as Economy Still Struggles	31
<i>Figure 16: GAFO Retail Sales & Percentage Change 2007-1Q2015.....</i>	<i>32</i>
GAFO Retail Sales in 2015.....	33
<i>Figure 17: GAFO Store Sales YTD 2015-2014</i>	<i>33</i>
<i>Figure 18: Fastest Growing Retailers 1Q2015</i>	<i>34</i>
Luxury Marketers>> Take Action by Tapping Consumer Trends	35
Chapter 2 – Home Luxury Purchase Overview	37
Highlights of Home Luxury Purchases	37
<i>Figure 19: Home Luxury Demand & Spending Trends</i>	<i>37</i>
Home Luxury Demand Details	38
<i>Figure 20 Home Luxury Purchase Incidence</i>	<i>38</i>
Home Luxury Spending	39
<i>Figure 21: Home Luxury Spending</i>	<i>39</i>
Home Luxury Spending by Demographic Segments	40
<i>Figure 22: Total Home Luxury Spending by Demographic Segments</i>	<i>40</i>
What’s Hot, What's Not in the Home Luxury Market.....	41
<i>Figure 23 : Top Ten Fastest Growing Products and Biggest Losers in Home Luxury,2011-2012</i>	<i>41</i>
Top Shopping Destinations for Home Luxury Products	42
<i>Figure 24: Top Shopping Destinations Home Luxury Products.....</i>	<i>43</i>
Highlights of Luxury Consumers' Shopping Destinations	44
Luxury Department Stores	44
<i>Figure 25: Net Patronage Mass/Discount and Luxury Department Stores</i>	<i>44</i>
<i>Figure 26: Luxury Department Store Brand Usage</i>	<i>45</i>
Mass & Discount Department Stores	46

Luxury Art & Antiques Snapshot Report

<i>Figure 27: Mass/Discount Department Store Brand Usage</i>	46
Home Stores.....	47
<i>Figure 28: Home Stores Brand Usage</i>	47
Luxury Marketers>> Get Inspired by RH.....	48
Online Destinations	50
<i>Figure 29: Online Internet Retailer Brand Usage</i>	50
Luxury Marketers>> Take Action.....	52
<i>Figure 30: Trends in Net Affluent Usage by Major Class of Store</i>	52
Luxury Marketers>> Get Inspired by the Rebirth of “Main Street”	53
Chapter 3: Art & Antiques — Purchase Details	55
<i>Figure 31: Art & Antiques Demand & Spending Trends</i>	55
Amount Spent on Art & Antiques	55
<i>Figure 32: Art & Antique Spending by Demographic Segment</i>	56
Type of Art and Antiques Bought	57
<i>Figure 33: Estimated Spending on Luxury Art & Antique Products</i>	57
Where People Shopped for Luxury Art & Antiques	58
<i>Figure 34: Estimated Spending on Luxury Art & Antiques by Type of Store</i>	58
Luxury Marketers>> Get Inspired by Zatista.....	58
Luxury Marketers>> Get Inspired by Amazon.....	60
Luxury Marketers>> Get Inspired by an Art Gallery that POPS! DeBruyne’s in Naples, Florida.....	60
Let Unity Marketing Be Your Research Partner.....	63