

Introduction & Methodology	5
Unity Marketing's Annual State of the Luxury Market Report.....	5
The US Luxury Market Dwarfs All Others.....	5
<i>Figure 1: U.S Luxury Market Relative to Rest of World 2014 (Source: Bain & Company)</i>	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
<i>Figure 2: Income Sample</i>	14
Net Worth.....	16
<i>Figure 3: Net Worth</i>	16
Gender.....	17
<i>Figure 4: Gender distribution</i>	17
Age Distribution & Cohort	17
<i>Figure 5: Age Distribution</i>	17
Luxury Marketers>> Take Action.....	18
Luxury Marketers>> Get Inspired by Suitsupply	19
Occupation & Employment	20
<i>Figure 6: Occupation</i>	20
Other Demographic Variables	21
<i>Figure 7: Educational Attainment</i>	21
<i>Figure 8: Marital Status</i>	21
<i>Figure 9: Life Stage</i>	22
<i>Figure 10: Home Ownership</i>	22
<i>Figure 11: Ethnicity</i>	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: Personal Luxury Purchases Overview.....	37
Highlights of Personal Luxury Purchases	37
<i>Figure 19: Personal Luxuries Demand & Spending Trends.....</i>	<i>37</i>
<i>Figure 20: Personal Luxury Spending and Change Previous Year.....</i>	<i>38</i>
<i>Figure 21: Personal Luxury Spending by Demographic Segments.....</i>	<i>39</i>
<i>Figure 22: Biggest Winners & Losers in Personal Luxury.....</i>	<i>40</i>
Personal Luxury Demand Details	41
<i>Figure 23: Personal Luxury Demand, as measured by Purchase Incidence</i>	<i>41</i>
Personal Luxuries Spending Details	42
<i>Figure 24: Personal Luxury Spending</i>	<i>42</i>
Personal Luxury Spending by Demographic Segments	43
<i>Figure 25: Personal Luxury Spending by Demographic Spending</i>	<i>43</i>
What’s Hot, What's Not in the Personal Luxury Market, Details	44
<i>Figure 26: Top Fastest Growing Products and Biggest Losers in Personal Luxury Market.....</i>	<i>44</i>
Top Shopping Destinations for Personal Luxury Products	45
<i>Figure 27: Top Shopping Destinations for Personal Luxury Products</i>	<i>45</i>
Luxury Marketers>> Get Inspired	46
<i>Figure 28: U.S. Personal Consumption Fashion, 2010-2014.....</i>	<i>46</i>

Chapter 3: Personal Electronics — Purchase Details.....	50
<i>Figure 29: Personal Electronics Demand & Spending Trends</i>	<i>50</i>
Amount Spent on Personal Electronics	51
<i>Figure 30: Personal Electronics Spending by Demographic Segment</i>	<i>51</i>
Type of Personal Electronics Bought	52
<i>Figure 31: Estimated Sales of Personal Electronics by Type</i>	<i>52</i>
Where People Shopped for Luxury Personal Electronics	53
<i>Figure 32: Estimated Spending on Personal Electronics by Type of Store.....</i>	<i>53</i>
Luxury Marketers>> Get Inspired by Apple.....	53
Luxury Has a Brand-New Style, and Apple Gets It	53
<i>Figure 33: Affluents & Wearables.....</i>	<i>55</i>
Let Unity Marketing Be Your Research Partner.....	57