

<b>Introduction &amp; Methodology .....</b>	<b>5</b>
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 &amp; 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

<b>Chapter 1— Prospects for the Future Luxury Market.....</b>	<b>24</b>
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>	25
<i>Figure 13: LCI Historical 1Q2004-present .....</i>	27
The Consumer Economy at Large .....	28
<i>Figure 14: Personal Consumption Quarterly Change 2008-1Q15.....</i>	28
<i>Figure 15: Personal Consumption Expenditures 1Q15 Percent. Change Previous Period, details .....</i>	30
Luxury Marketers>> Take Action as Economy Still Struggles.....	31
<i>Figure 16: GAFO Retail Sales &amp; Percentage Change 2007-1Q2015.....</i>	32
GAFO Retail Sales in 2015.....	33
<i>Figure 17: GAFO Store Sales YTD 2015-2014 .....</i>	33
<i>Figure 18: Fastest Growing Retailers 1Q2015 .....</i>	34
Luxury Marketers>> Take Action by Tapping Consumer Trends .....	35
<b>Chapter 2 – Home Luxury Purchase Overview .....</b>	<b>37</b>
Highlights of Home Luxury Purchases .....	37
<i>Figure 19: Home Luxury Demand &amp; Spending Trends .....</i>	37
Home Luxury Demand Details .....	38
<i>Figure 20 Home Luxury Purchase Incidence .....</i>	38
Home Luxury Spending .....	39
<i>Figure 21: Home Luxury Spending .....</i>	39
Home Luxury Spending by Demographic Segments .....	40
<i>Figure 22: Total Home Luxury Spending by Demographic Segments.....</i>	40
Luxury Marketers: Get Inspired by the Affluents.....	40
For Home Furnishings Marketers...New Research Reveals How to Grow Your Business by Targeting the Top 20% .....	40
What's Hot, What's Not in the Home Luxury Market.....	42
<i>Figure 23 : Top Ten Fastest Growing Products and Biggest Losers in Home Luxury,2011-2012 .....</i>	42
Top Shopping Destinations for Home Luxury Products .....	43
<i>Figure 24: Top Shopping Destinations Home Luxury Products.....</i>	44
Luxury Marketers>> Take Action.....	45
<i>Figure 25: Trends in Net Affluent Usage by Major Class of Store .....</i>	45

Luxury Marketers>> Get Inspired by the Rebirth of “Main Street” .....	46
Highlights of Luxury Consumers' Shopping Destinations .....	48
Luxury Department Stores .....	48
<i>Figure 26: Net Patronage Mass/Discount and Luxury Department Stores</i> .....	48
<i>Figure 27: Luxury Department Store Brand Usage</i> .....	49
Mass & Discount Department Stores .....	50
<i>Figure 28: Mass/Discount Department Store Brand Usage</i> .....	50
Home Stores.....	51
<i>Figure 29: Home Stores Brand Usage</i> .....	51
Luxury Marketers>> Get Inspired by RH.....	52
Online Destinations .....	54
<i>Figure 30: Online Internet Retailer Brand Usage</i> .....	54
<b>Chapter 3: Tabletop, Dinnerware, Flatware, Servingware — Purchase Details.....</b>	<b>56</b>
<i>Figure 31: Tabletop Demand &amp; Spending Trends</i> .....	56
Amount Spent on Tabletop .....	57
<i>Figure 32: Tabletop Spending by Demographic Segment</i> .....	57
Type of Tabletop Purchased .....	58
<i>Figure 33: Estimated Spending on Luxury Tabletop Products</i> .....	58
Where People Shopped for Luxury Tabletop Products.....	59
<i>Figure 34: Estimated Spending on Tabletop by Type of Store</i> .....	59
Tabletop Brand Usage .....	60
<i>Figure 35: Tabletop Brand Usage</i> .....	60
Luxury Marketers>> Get Inspired & Appeal to Luxury Customers .....	61
Let Unity Marketing Be Your Research Partner.....	66