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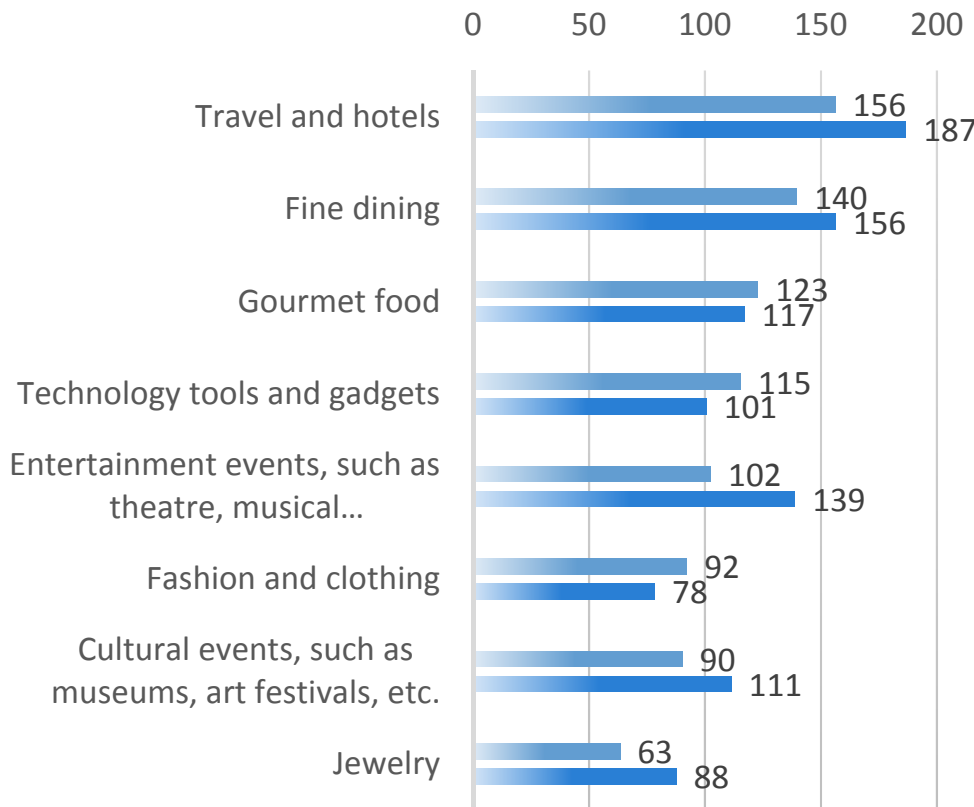
- This report reviews the most recent findings about the millennial generation consumers on the road to affluence and where luxury in general, and jewelry in particular, fits into their lifestyle. This trend report will summarize the demographics of the Millennial generation as they mature into affluence and wealth and their attitudes toward luxury purchases.
- While marketers often talk about these young consumers as 'aspirational,' the challenge for luxury brands is to become 'inspirational' to the next generation who bring a unique functional and practical approach to their shopping behavior. Included in this report are profiles of a number of important brands that are successfully connecting with the next generation of luxury consumers in order to inspire the audience in their own marketing and branding efforts.
- The data included in this report are drawn from a range of sources, including:
 - U.S. Census and analysis of Census data conducted by Unity Marketing.
 - Unity Marketing's Affluent Consumer Tracking Study, a quarterly survey among 1,200+ luxury consumers, of which about 15-20% of the total sample is comprised of affluent millennials (aged 24-34 years with incomes \$100k or more). Specific data is reported from the ACTS survey conducted in January 2014.
 - A series of qualitative focus group discussions conducted among highly-educated Millennial generation consumers who based upon their career goals and educational attainment, are likely to reach the ranks of the affluent in the coming years.

Introduction & Methodology



HOW WOULD YOU RATE EACH OF THE FOLLOWING CATEGORIES OF SPENDING AS IT RELATES TO YOUR PERSONAL ENJOYMENT
"MUCH ENJOYMENT"

INDEX WHERE 100=AVERAGE



■ Affluent Millennials 24-34 (n=240)

■ Mature Millennials 55- 70 (n=380)

Jewelry Ranks Way Below Technology Tools & Gadgets

in List of Purchases that Give Affluent Millennials Enjoyment –

Millennials take even less pleasure in jewelry purchases than Baby Boomers

Marketers' Take Away>>

You can't sell jewelry to Millennials the same way you sold it to their Boomer parents

Source: *Marketing Jewelry to Millennials: How to sell luxury jewelry to the next generation of affluents*