

dentsu

# Dentsu Consumer Navigator: Luxury Fashion 2024

*SPECIAL INDUSTRY VERTICAL REPORT*

May 2024





## About this study

- Conducted by dentsu, this survey was fielded in April via Toluna's online panel among a random sample of 765 US respondents aged 18-65.
- The survey sampling controls for nationally representative weighting across gender, race and ethnicity (using U.S. Census numbers).
- Given the subject matter of this report, the survey was only submitted to respondents who reported belonging to a \$75k+ household income family. As such, all the reporting presented here reflects this nuance (e.g., “XX% of respondents...” stands for “XX% of \$75k+ HHI U.S. consumers...”)
- The study explore consumer sentiment in relation to luxury fashion (e.g., both luxury clothing and luxury accessories).





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# Top Consumer Insights

## **Men are emerging as a force when it comes to passion for luxury fashion.**

Men both report spending more on luxury fashion than women and rate their luxury fashion expertise higher than women. Other luxury-crazed cohorts include Black Americans and Gen Z. What remains to be seen is whether men have a more 'casual' definition of luxury fashion compared to women.

## **Quality & craftsmanship and brand recognition are most Americans' top criteria when it comes to determining if fashion is luxury.**

Gucci and Prada are the most recognized luxury brands out there. However, partnering with sports apparel brands and with popular celebrities can make a difference in garnering consumer preference. Consumers pay a lot of attention to luxury brands showing up in mainstream culture and it may not be a coincidence that the two brands garnering most mentions were featured in the mainstream movie titles.

## **A core group of people account for a large share of luxury purchases.**

Most Americans won't compromise on everyday purchases to afford luxury items. And even when extra budget becomes unexpectedly available, most consumers prioritize long-term investing to splurging on luxury. About a third of consumers increased their luxury spending this year and plans to spend even more next year.

## **Luxury fashion customer experiences are very different across luxury shopper types.**

Aspirational luxury shoppers turn to outlets (and their sites) to get the best bang for their buck, while Premium luxury shoppers are more likely to explore options across auction sites, social platforms, and consignment apps. When shopping in person, Premium shoppers are all about VIP experiences and getting early access to upcoming designs.

## **Most Americans prefer originals across most categories, but well-made 'dupes' are considered a viable option to broaden the wardrobe.**

Shoes and sneakers are the category where consumers stick to originals the most. Making significantly more luxury fashion purchases, Premium luxury shoppers are more likely to have unknowingly purchased a 'dupe' and be upset about it. Aspirational luxury shoppers are most likely to have bought a 'dupe' knowingly.

## **Consumers are more likely to treat themselves to a luxury fashion purchase when they are traveling, within and outside the country.**

This is particularly true of Premium luxury shoppers who over-index on buying at the airport or in pop-up stores placed inside hotels. However, when forced to choose between the two due to budget constraints, most Americans will pick travel over luxury fashion. In fact, 1 in 4 consumers report that they often have an eye on luxury shopping when they plan their trips. Paris, Milan, and New York are favored destinations for luxury fashion focused travel.



# A Function of Distinction: Attitudes Toward Luxury Fashion

With an embarrassment of riches when it comes to keeping up with luxury fashion trends and looking for deals across both mainstream and niche channels, how are Americans' views of the luxury fashion space evolving? Which brands do they most immediately associate with the category and what strategies can influence which brands make it in their consideration set?

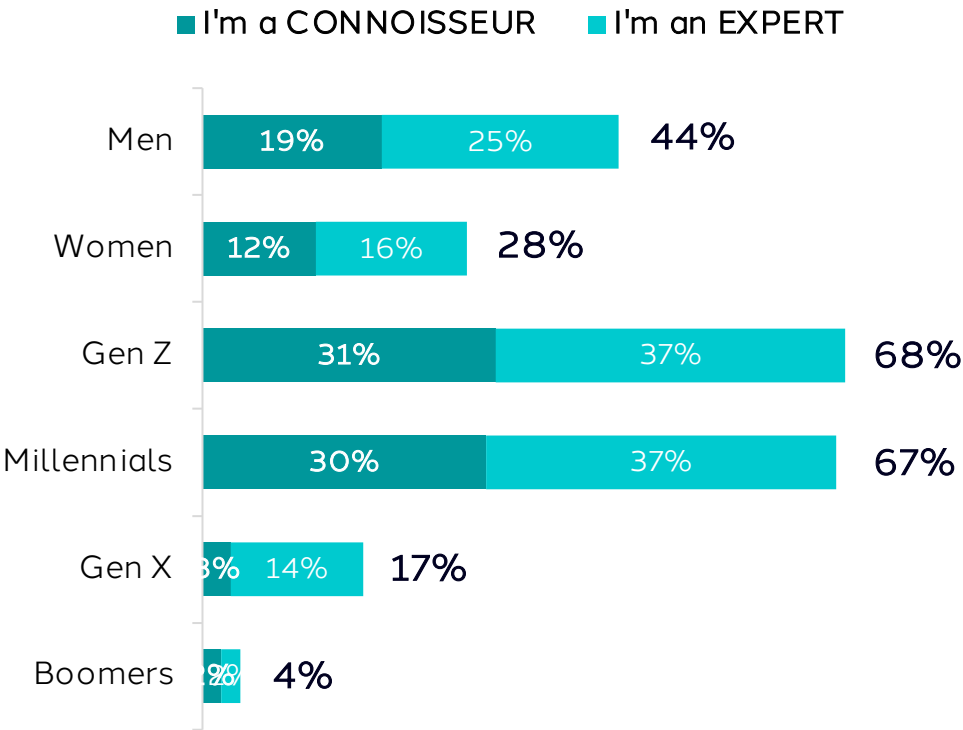
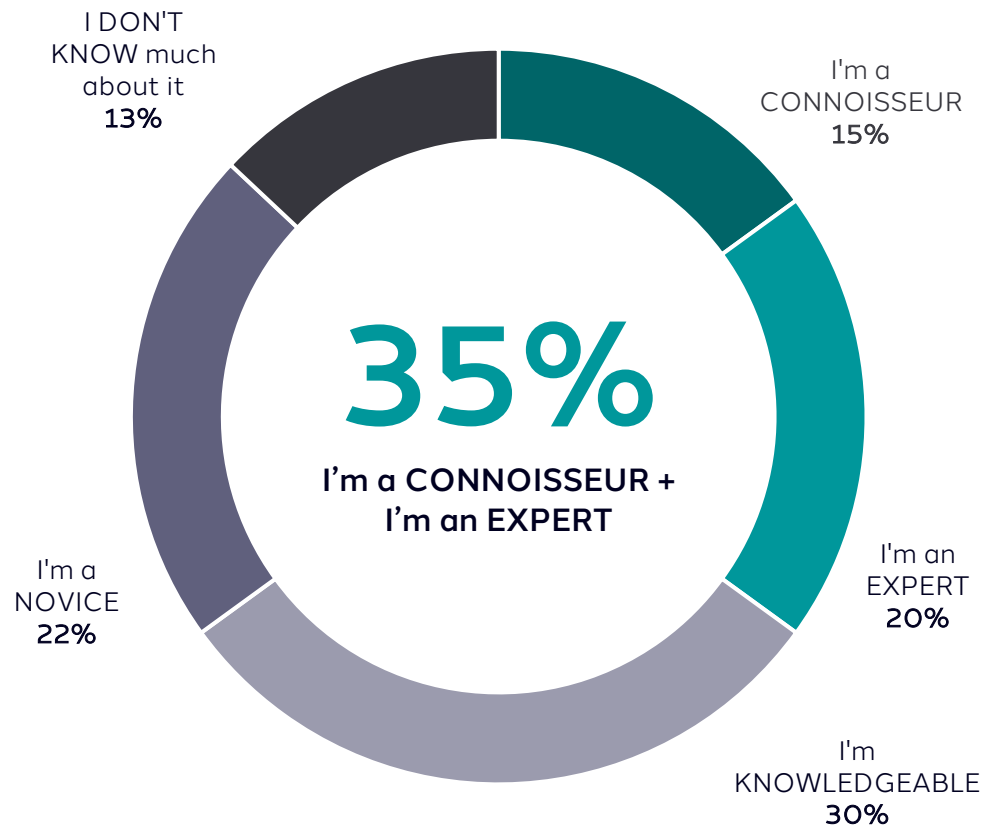




# 1 in 3 Americans fancy themselves experts, or even connoisseurs when it comes to luxury fashion (= luxury clothing + luxury accessories).

Men and younger consumers seem more confident in their luxury fashion expertise. Higher household income consumers over-index in considering themselves connoisseurs.

Which of the following best reflects your knowledge and understanding of the luxury fashion space?





# Facebook, Instagram, and YouTube are the social platforms most consumers use to keep up with luxury fashion trends.

Connoisseurs use a wider range of platforms to keep up to date and are particularly fond of Snapchat.

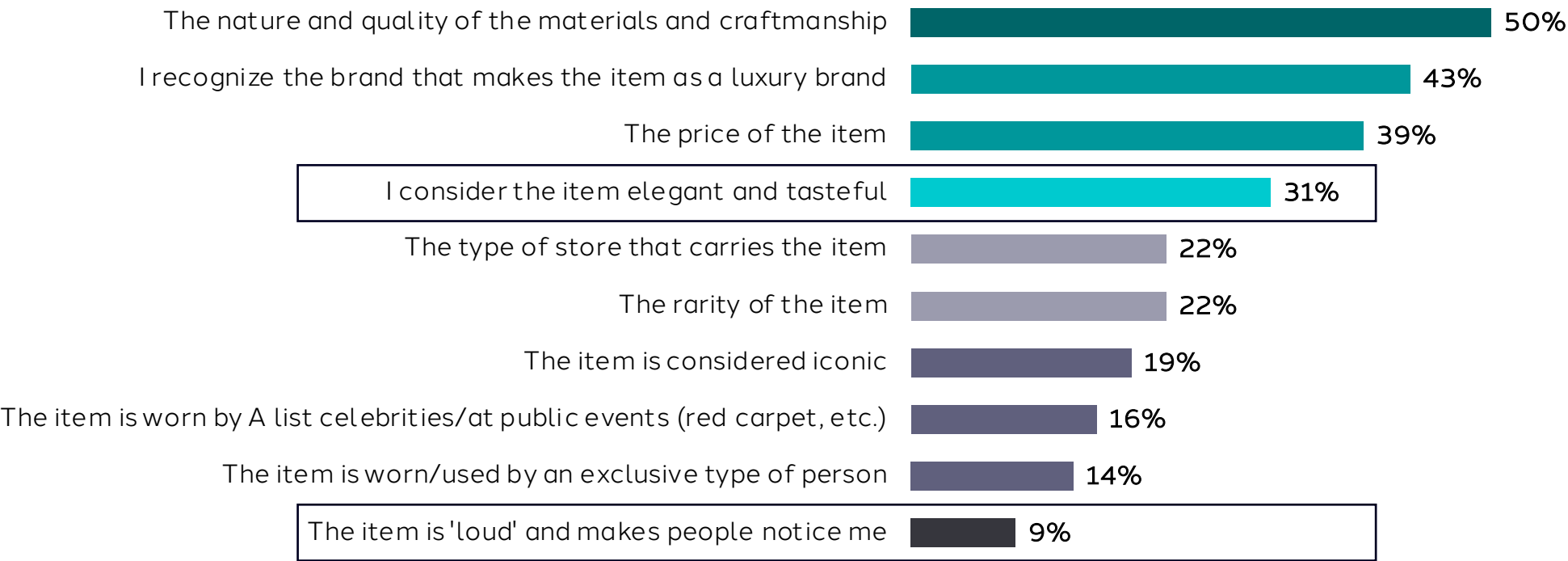
Which of the following social media platforms do you use to keep up with luxury fashion trends?

		ALL	CONNOISSEUR	EXPERT	KNOWLEDGEABLE
TOP 3	Facebook	60%	85%	73%	59%
	Instagram	54%	86%	79%	54%
	YouTube	53%	81%	77%	51%
	TikTok	38%	74%	61%	30%
	Twitter/X	34%	71%	64%	26%
	Pinterest	32%	49%	38%	33%
	Snapchat	25%	66%	45%	14%
	Reddit	16%	34%	29%	11%
	Twitch	14%	38%	37%	3%
	WeChat	8%	25%	16%	2%

# Quality & craftsmanship, brand recognition, and price are the criteria that Americans most commonly associate with luxury.

'Quiet' fashion is more widely associated with luxury than 'loud' fashion.

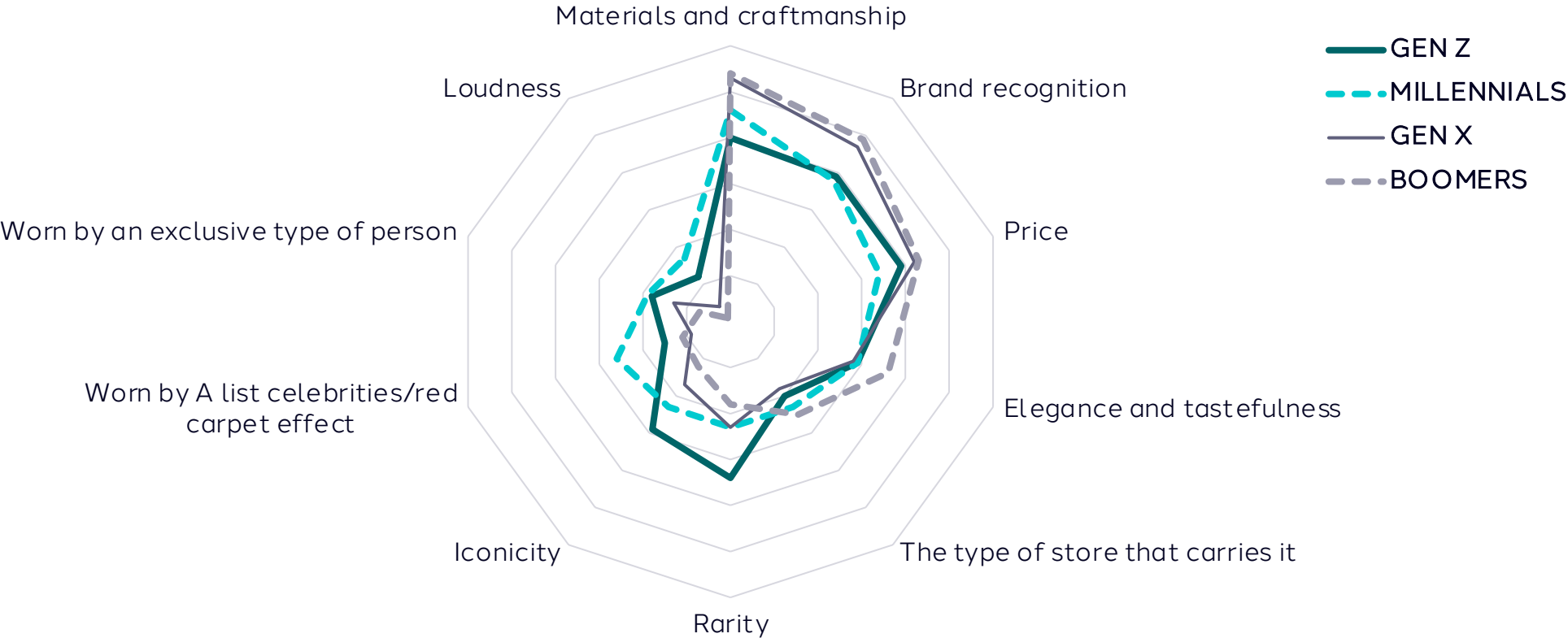
Which of the following are the most important criteria to determine if a clothing item or a fashion accessory is a luxury item?





# Gen Z are more likely to associate luxury with rarity and iconicity, while Millennials over-index on ‘loud’ fashion and the red-carpet effect.

Boomers are the most likely to look at elegance and tastefulness and to associate luxury with the types of stores where fashion is sold.



# Connoisseurs are taking clues from those who wear luxury, while experts pay more attention to the type of store that carries fashion items.

Audiences who rate their expertise lower are paying attention to the quality of materials and craftsmanship the most.





# The brands that most consumers associate with luxury fashion are the usual suspects (Gucci, Prada), but also sports apparel brands.

Interestingly, the two brands that garnered most mentions (Gucci and Prada) were featured in the titles of mainstream movies. Americans also associate sports apparel brands, like Adidas and Nike, with luxury.

Please indicate five CLOTHING brands you believe are synonymous with luxury fashion:



\* This word cloud only features brands that were mentioned at least 10 times. The word cloud is 'weighted': brands that were mentioned more often are featured in larger type.

# Moving to fashion accessories, Gucci and Prada continue to be the most recognized luxury brands for consumers.

Rolex, Coach, Kate Spade, Hermes, and Chanel garner significantly more mentions when it comes to accessories than they did when we asked consumers about luxury clothing.

Please indicate five  
**ACCESSORIES**  
brands you believe  
are synonymous with  
luxury fashion:

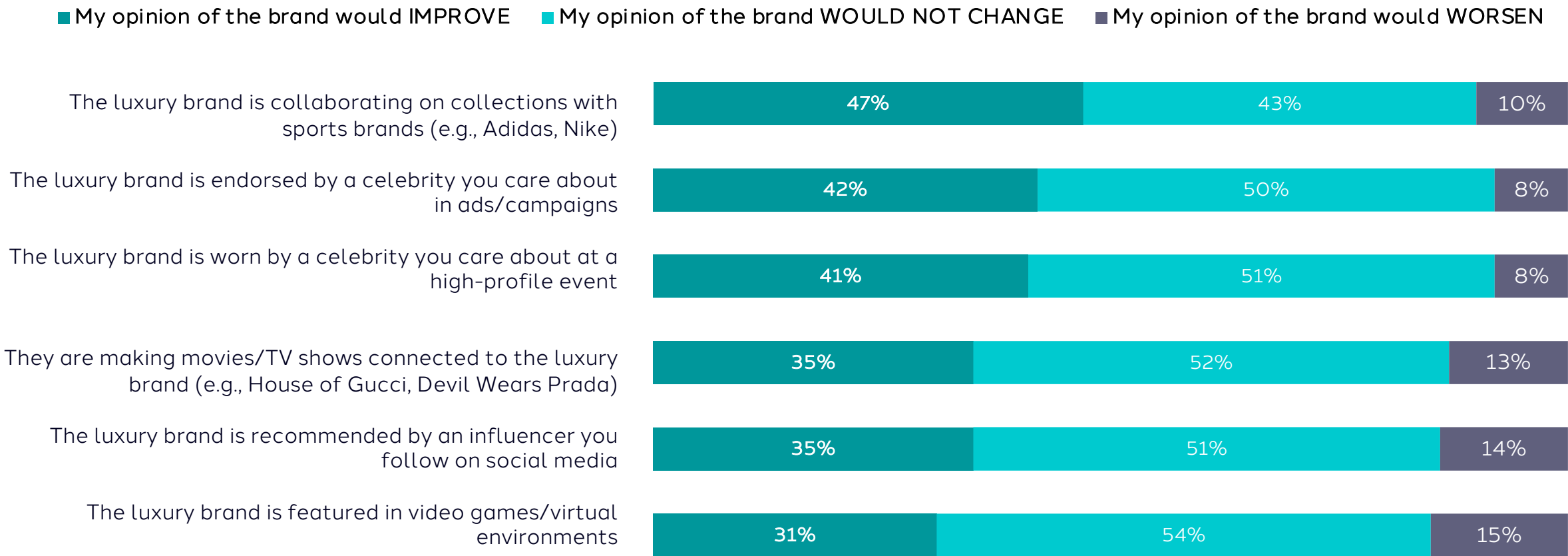


\* This word cloud only features brands that were mentioned at least 10 times. The word cloud is 'weighted': brands that were mentioned more often are featured in larger type.



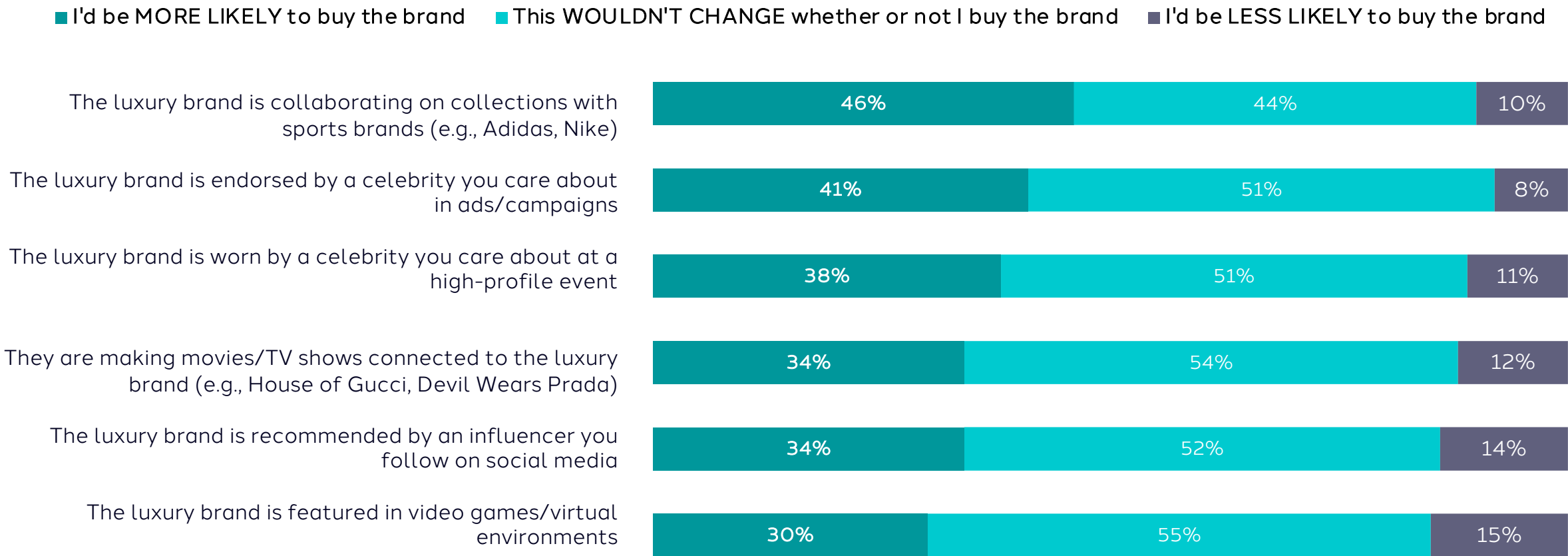
# Collabs with sports brands, celebrity endorsements & celebrity customers make the most impact in improving luxury fashion brands' reputation.

While gaming/virtual activations are the less voted option, over one third of consumers report that this type of initiative would improve their opinion of a luxury brand.



# Collabs with sports brands rise to the top also when it comes to lifting purchasing intent for luxury fashion brands.

Partnering with celebrities is also reported to influence purchasing decisions.







## IMPLICATIONS FOR MARKETERS

- **Use social platforms to cater to consumers' appetite to become self-proclaimed luxury fashion experts.** While their ability to convert interest into purchases might be tied to circumstances, there's a widespread interest in luxury fashion among consumers and a large share of Americans who consider themselves experts. This is particularly relevant among Men and younger generations. Different cohorts lean more heavily toward certain social platforms, the more inherently visual ones like Instagram, YouTube, Snapchat and TikTok being particularly relevant across all audiences.
- **Highlight how quality sets you apart.** Across all cohorts there is a consensus in associating the notion of luxury with quality and craftsmanship. While consumers' definition of their expertise are subjective, their desire to turn interest into investment is likely dependent on their perception of value for money (price is also a significant criteria).
- **It's all about culture.** From celebrity and influencer endorsements to red carpet events, consumers pay most attention to luxury brands when they are at the forefront of entertainment. Collabs with sports apparel brands are one of the most effective strategies to garner consumer preference.

# Splurging for the Rare Occasion: Luxury Spending Habits

In the last couple of years, luxury fashion has rebounded from post-pandemic economic pressure. However, now consumers face the long-term effects of economic downturn and, among all non-essentials, seem to prioritize spending on travel. In this context, what are their spending patterns when it comes to luxury fashion?





# People feel luxury fashion (both clothing and accessories) warrants an occasion.

Overall, accessories are worn less often..

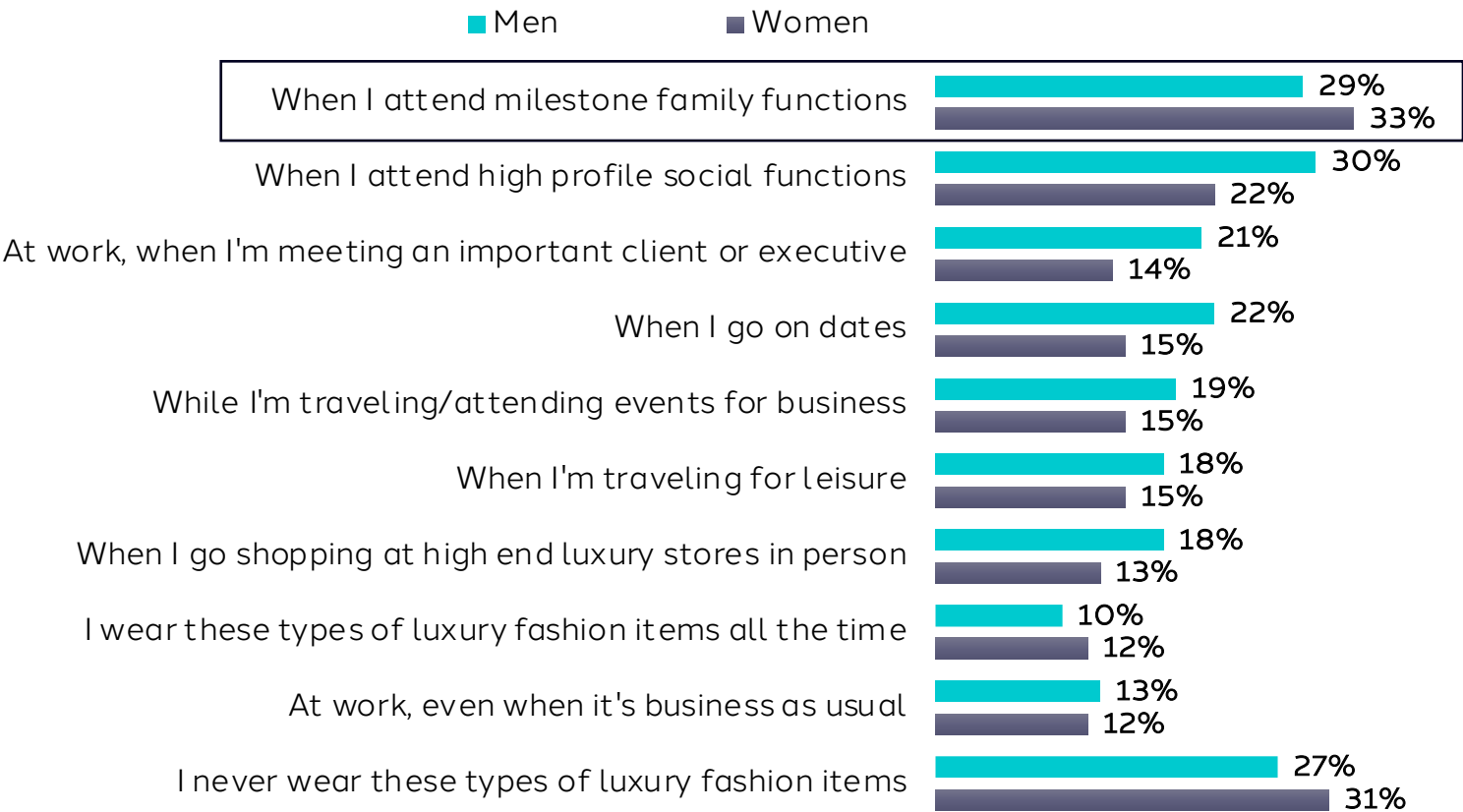
In which of the following do you wear luxury CLOTHING or ACCESSORIES most often?



# Men seem slightly more likely than women to wear luxury clothing in a wider range of social occasions (including going on dates).

Women over-index on wearing luxury clothing when attending milestone family functions.

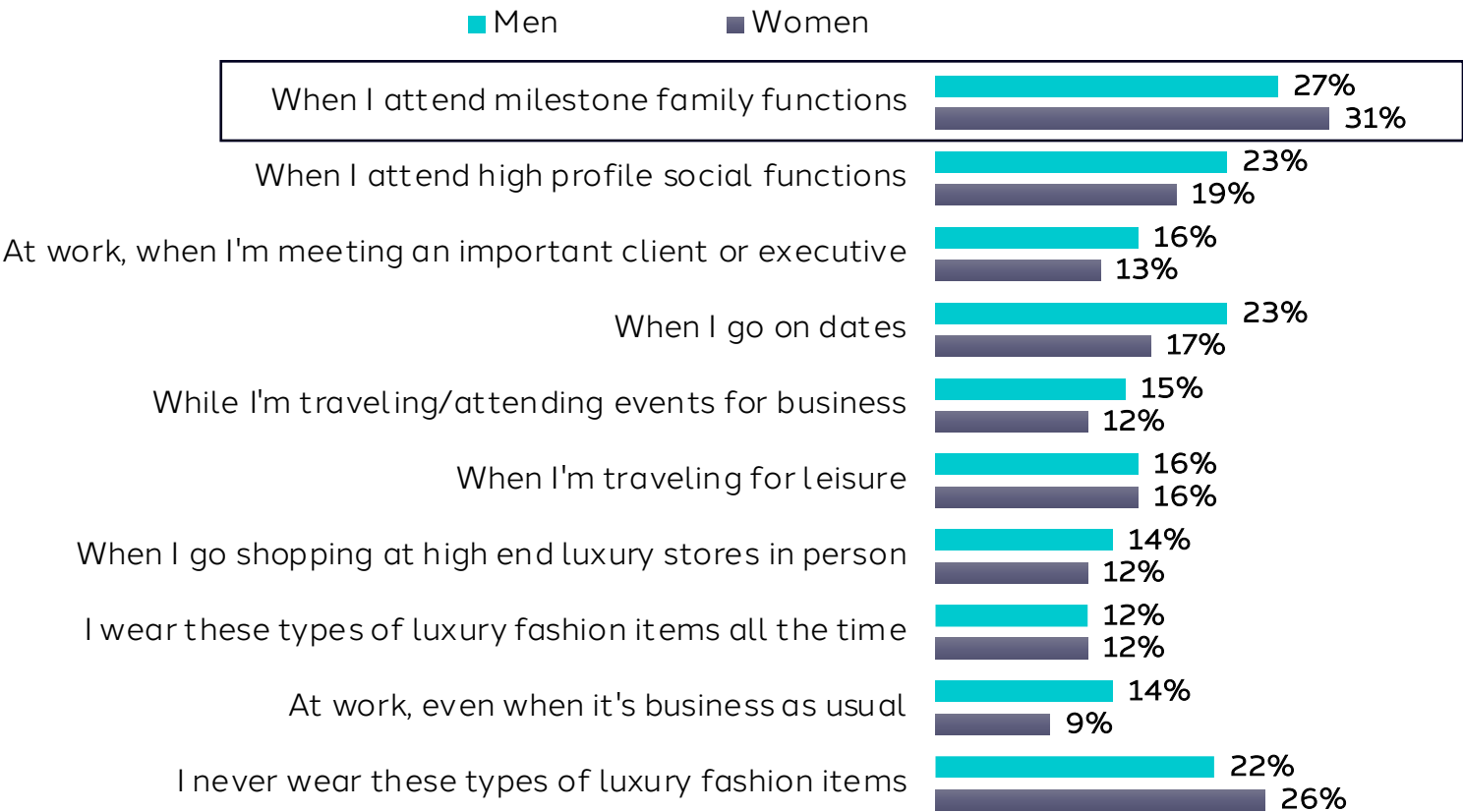
## In which of the following do you wear luxury CLOTHING most often?



# Similarly, men seem to wear luxury accessories in a wider range of social occasions, compared to women.

Once again, women over-index on wearing luxury accessories when attending milestone family functions.

## In which of the following do you wear luxury ACCESSORIES most often?

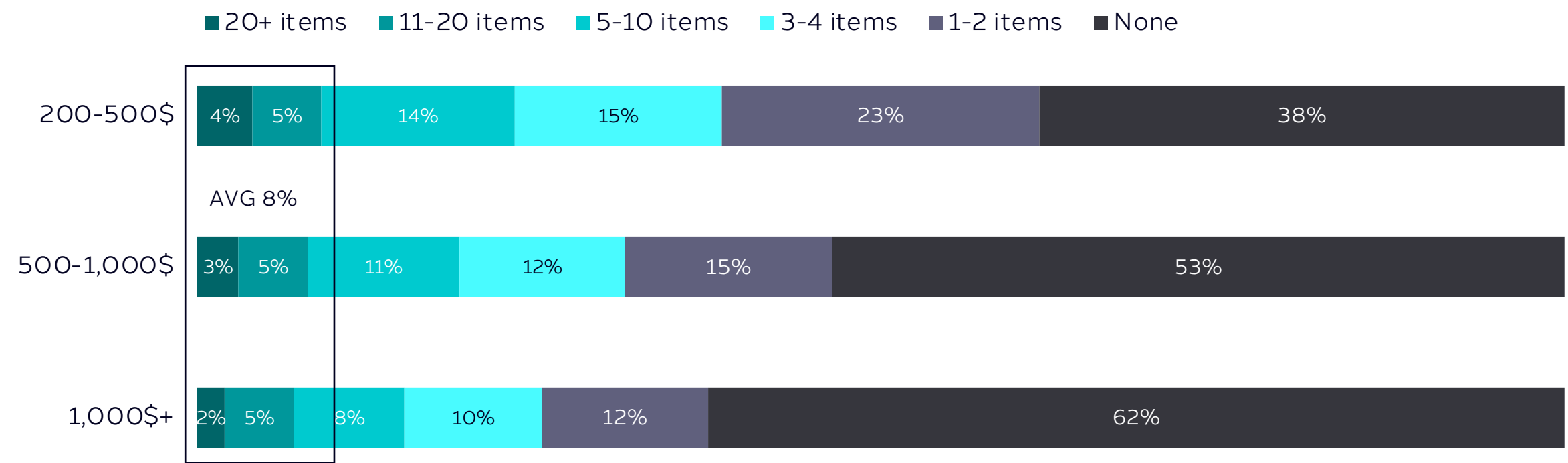




# Even in the case of more affordable items, luxury clothing is, at most, a once or twice a year purchase for about a quarter of Americans.

It seems a core group of consumers accounts for much of the volume in the category, with about 8% of consumers buying luxury clothing in abundance, regardless of the price.

Thinking about the last 12 months, how many CLOTHING items did you purchase in the following price ranges?



# Compared to clothing, a larger share of consumers treated themselves to the occasional luxury accessory purchase.

As with fashion clothing, a core group of consumers seems to drive volume in the luxury accessory category.

Thinking about the last 12 months, how many fashion ACCESSORIES did you purchase in the following price ranges?



# Most Americans won't compromise on everyday purchases to afford luxury items.

Gen Z are significantly more likely to do the opposite and make an effort to save to afford luxury fashion purchases.

58%

Prefer buying everyday items (e.g., groceries, household items) of higher quality and only buy luxury items if there is extra budget.

42%

Save on everyday items (e.g., groceries, household items) to be able to afford luxury purchases throughout the year.

AGREE: 'I try to save on everyday items to be able to afford luxury purchases'

MEN

43%

WOMEN

40%

GEN Z

56%

MILLENNIALS

49%

GEN X

39%

BOOMERS

32%



When presented with unexpected extra budget, most Americans prioritize saving and investing for the long term.

Younger consumers are most likely to use the extra budget to treat themselves to luxury fashion.

51%

If I unexpectedly had extra budget this year,  
I would save/invest most of it to meet a  
long-term goal (home ownership, etc.)

21%

I would split the extra budget evenly  
between saving and luxury purchases

28%

I would use most of the extra budget to  
treat myself to luxury purchases

AGREE: ‘I would use most of my extra budget for luxury purchases’

MEN

30%

WOMEN

26%

GEN Z

44%

MILLENNIALS

46%

GEN X

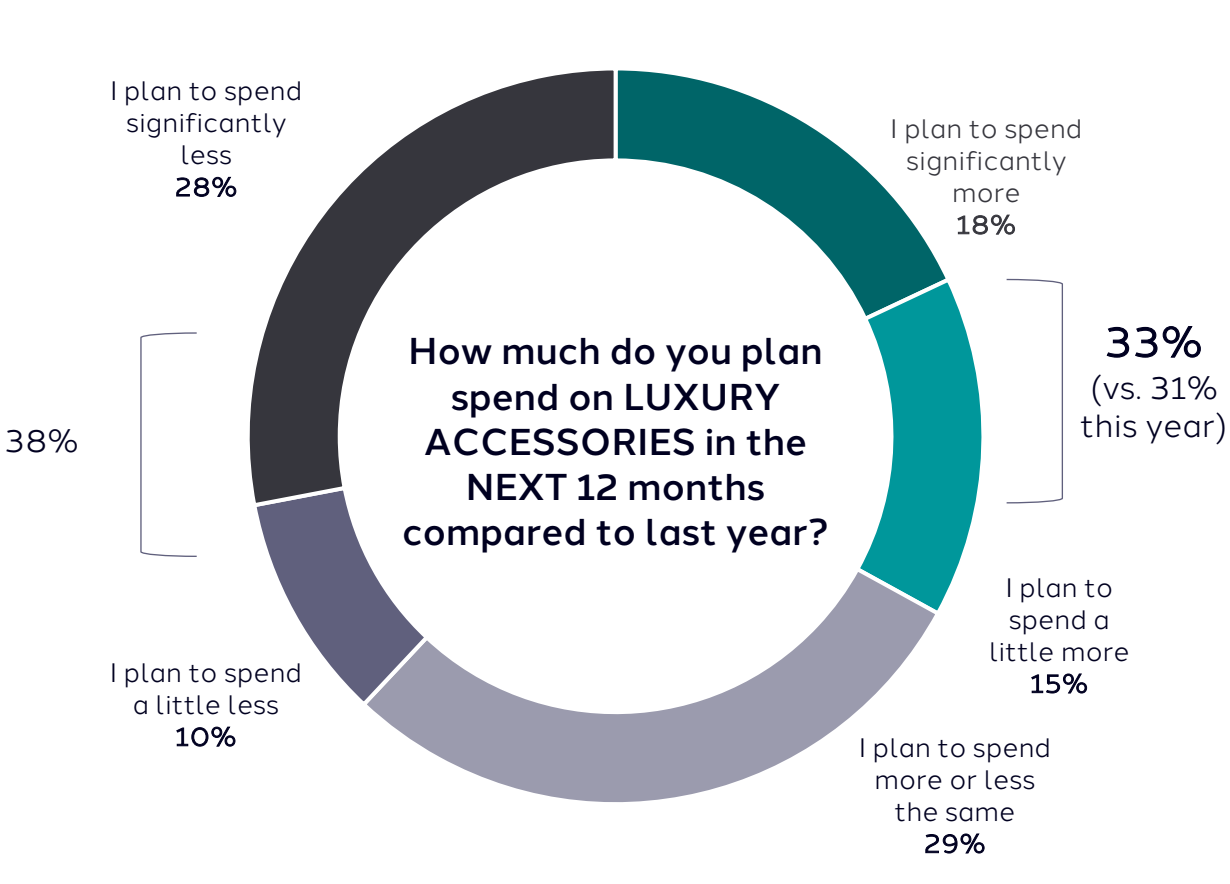
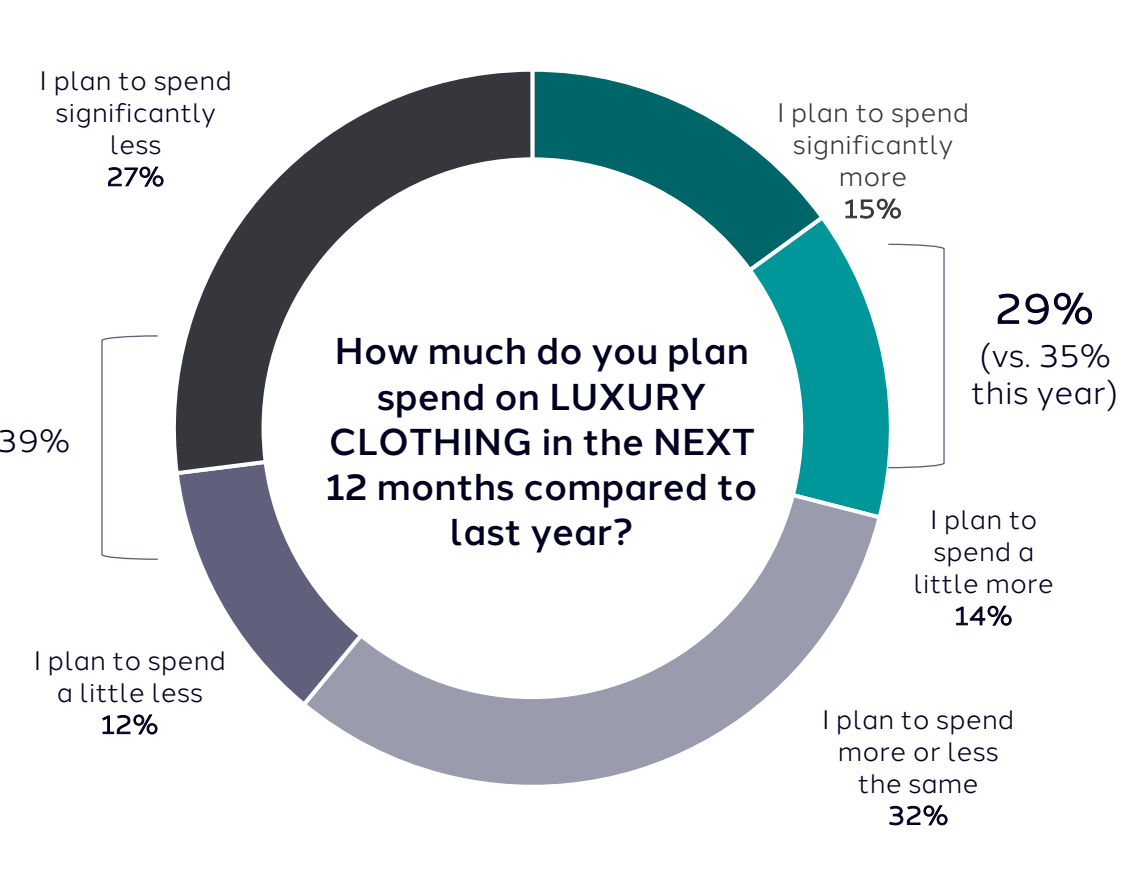
19%

BOOMERS

8%

# Projecting to next year, we see a mixed trend in the number of consumers planning to increase their spending on luxury fashion.

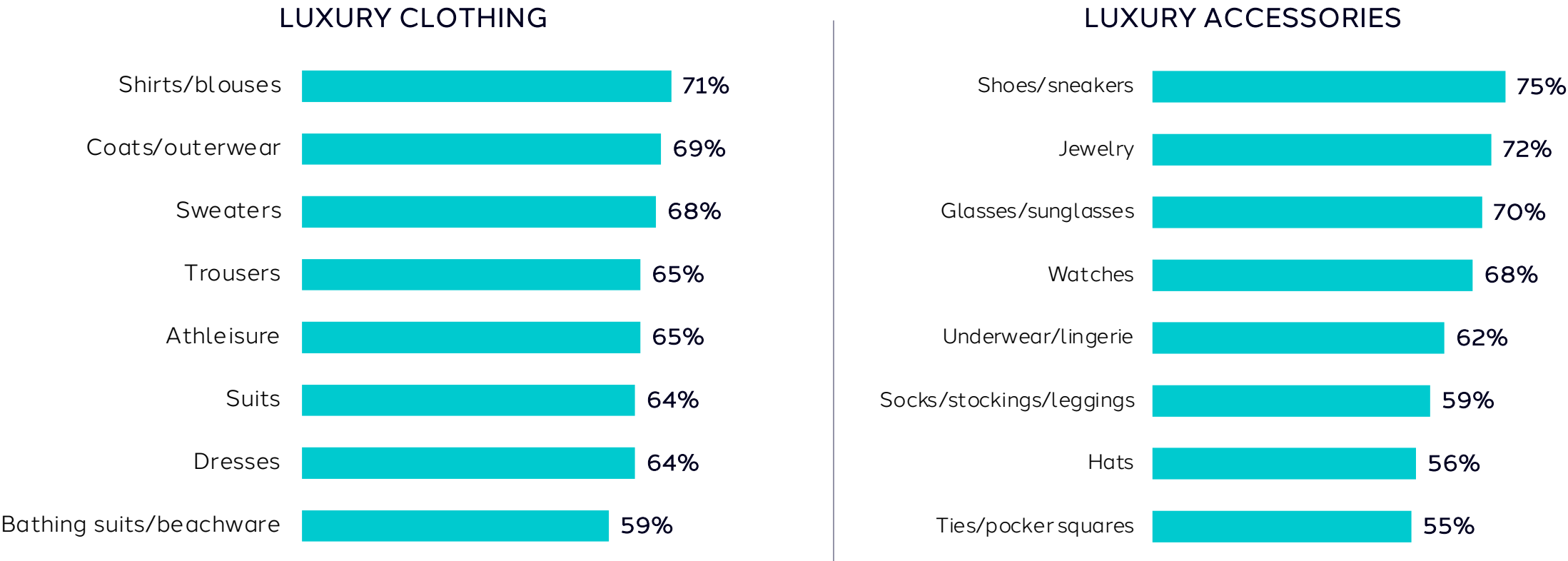
The share of consumers planning to spend more year-over-year on luxury fashion is dropping while spending on accessories will likely tick up slightly.



# While it may be only a few items x year, most consumers buy luxury across a significant range of clothing and accessory categories.

Shoes, shirts, jewelry and outerwear are the categories where consumers are most likely to splurge.

## AGREE: 'I BUY these items in the luxury category'







## IMPLICATIONS FOR MARKETERS

- **Highlight how your brand lives up to the stature of the occasion.** Family functions and high-profile social events are the contexts in which luxury fashion is worn most often. Develop messaging tied to how your brand complements these occasions, and how your designs can inform the tone in the room.
- **Engender loyalty among repeat luxury shoppers.** Only a small share of consumers can afford to make luxury fashion purchases in large quantities. Crafting loyalty strategies that allow you to collect zero-party data for this small subset of buyers is the key to winning over the audiences that can drive most growth.
- **Lean into indulgence messaging to attract audiences that only purchase and wear luxury fashion on an occasional basis.** While only a select few account for a large volume of luxury fashion purchases, most consumers report striving to have at least ‘one of everything’. Thus, emphasizing that the occasional indulgence can help them live up to the functions where wearing luxury is expected can be a powerful strategy to attract untapped prospects.



# Tailored Journeys: The Luxury Fashion Customer Experience

Today, consumers have a vast array of options when shopping for luxury fashion, from buying directly from niche designers on Etsy, to getting all their luxury purchases done in one fell swoop by visiting an outlet mall. In this section, we focus on which aspects of the customers experience lead consumers to favor specific channels and what different types of luxury shoppers pay most attention to.



# Meet our luxury fashion shopper audiences:

## SPORADIC luxury shoppers\*



50%

Women 97i

35-54 109i

White 96i

HHI 75-150k 100i

Net Worth 100-250ki 120i

Store that carries the item 107i

Craftmanship & quality 104i

Knowledgeable 132i

Instagram 118i

\* Have bought 1 to 4 luxury clothing items OR luxury accessories for 200-500 \$ last year.

## ASPIRATIONAL luxury shoppers\*\*



35%

Men 125i

18-35 123i

AAPL 131i + White 99i

HHI 150-250k 115i

Net Worth 100-250ki 116i

Red carpet effect 115i

Elegance 112i

Expert 167i

YouTube 142i

\*\* Have bought 5 to 10 luxury clothing items OR luxury accessories for 200-500 \$, OR 1 to 2 items for 500-1,000 \$ last year.

## PREMIUM luxury shoppers\*\*\*



40%

Men 129i

18-35 175i

Black 160i + Hispanic 143i

HHI 250-500k 166i

Net Worth 1-2M 130i

Iconicity 142i

Exclusivity 166i

Connoisseur 219i

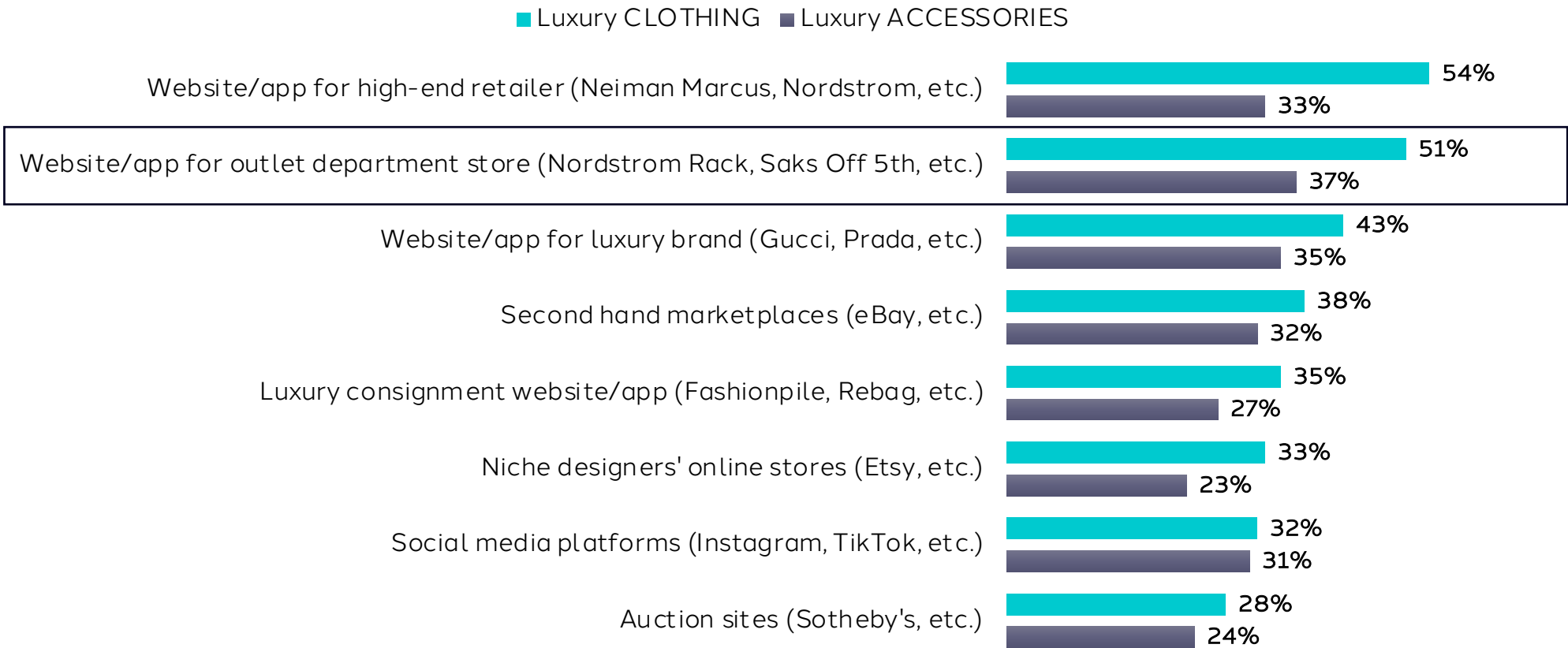
Snapchat 194i

\*\*\* Have bought more than 10 luxury clothing items OR luxury accessories for 200-500 \$, OR more than 3 items for 500-1,000 \$ or any item for 1,000\$+ last year.

# When shopping online for luxury fashion, consumers favor websites and apps of high-end department stores and their outlet offshoots.

Outlets' sites and apps are the favored option for luxury accessory purchases.

## Which of the following do you use to purchase luxury fashion ONLINE?

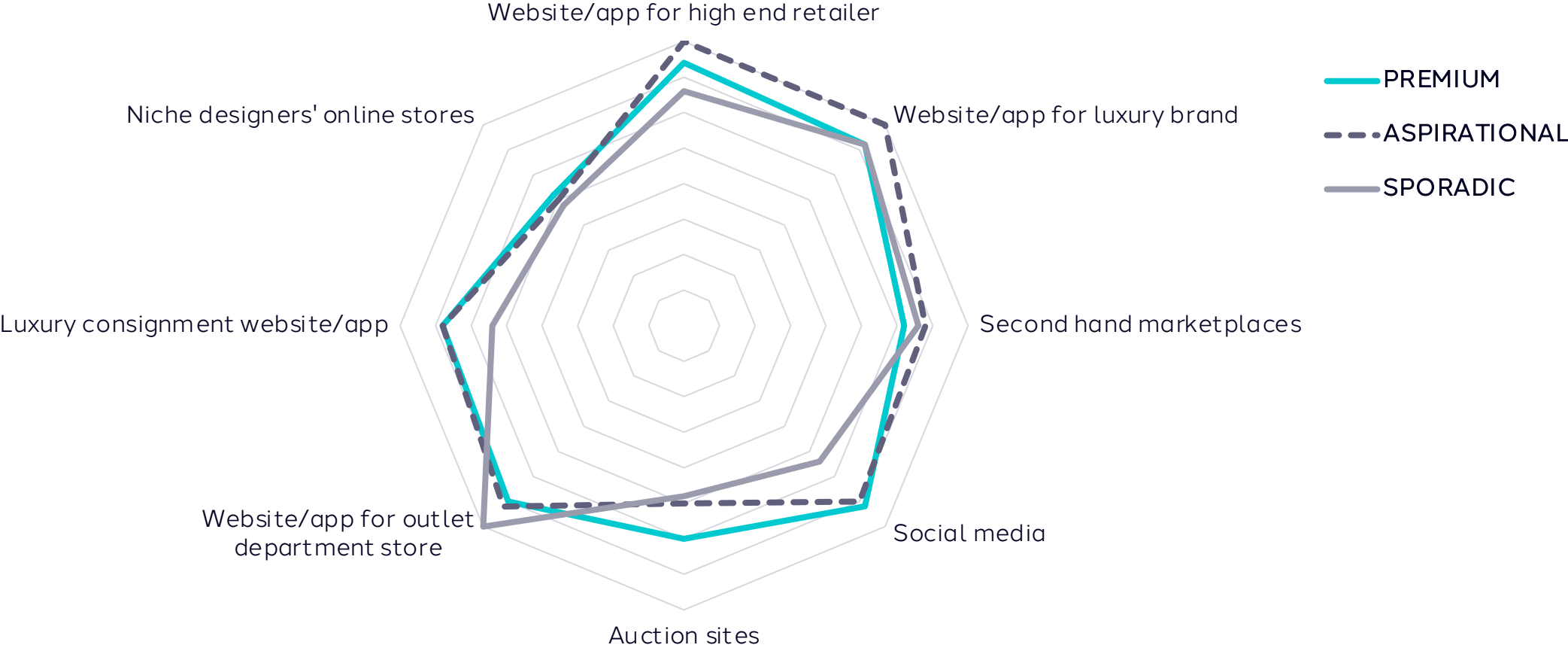




Premium shoppers leverage a broader set of channels for their luxury clothing purchases, including niche ones, while sporadic shoppers stick to mainstream, reputable sources.

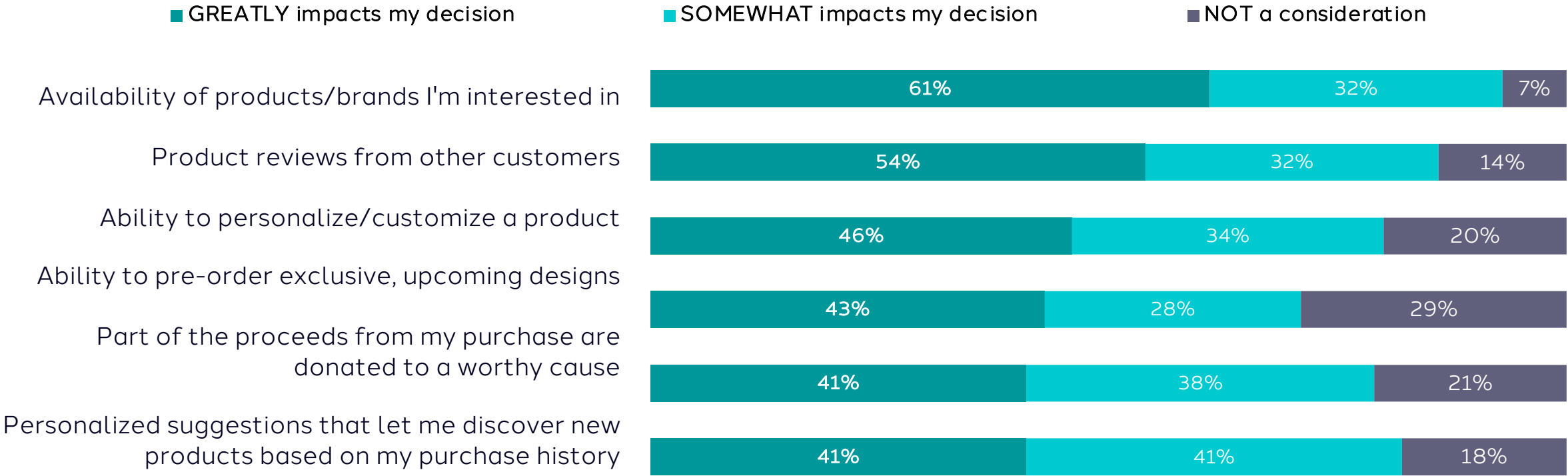


# The same type of behavior manifests for luxury accessory shopping.



# Product/brand availability, reviews & customization options are key merchandising features that drive choice of online retailers for luxury shopping.

When you shop for luxury fashion ONLINE, how much of an impact do the following MERCHANDISING features have on your decision from whom to buy?



Premium luxury shoppers have all-around higher expectations when it comes to merchandising options that enhance their online shopping experience.

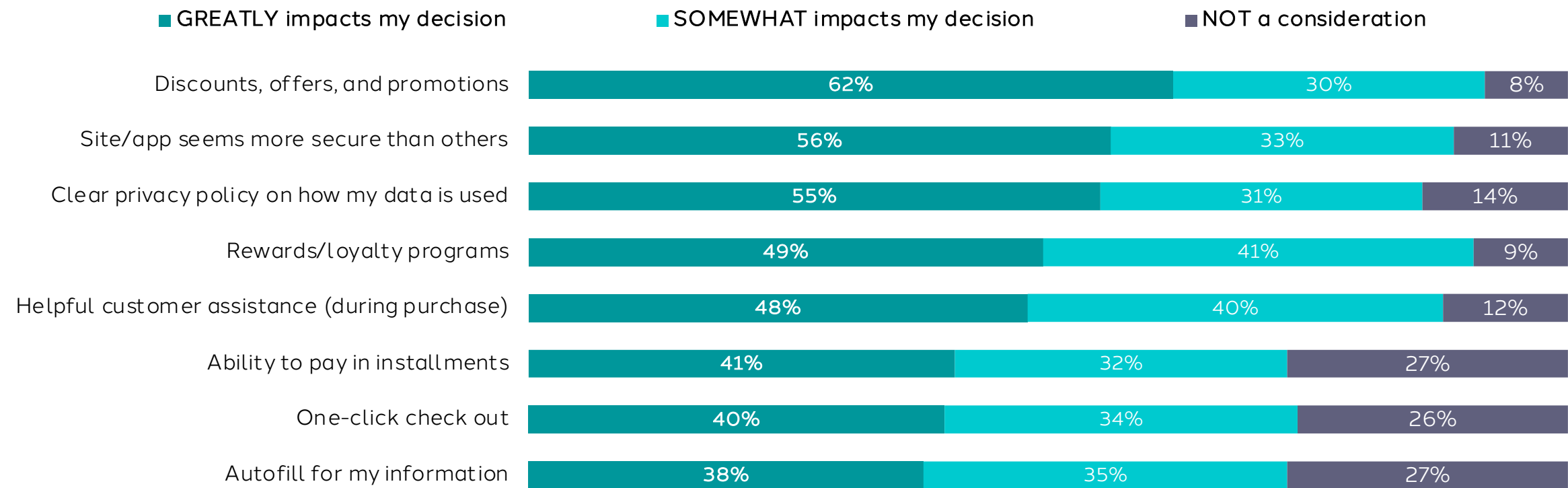
AGREE: ‘The following MERCHANDISING features GREATLY IMPACT from whom I decide to buy luxury fashion when shopping ONLINE’





# Discounts, security & privacy policies are the shopping features luxury shoppers report as making the biggest impact on their online retailer preferences.

When you shop for luxury fashion ONLINE, how much of an impact do the following SHOPPING features have on your decision from whom to buy?



# Premium luxury shoppers are more likely to pay attention to a broader set of shopping capabilities offered by online retailers.

They are also not indifferent to being able to pay in installments.

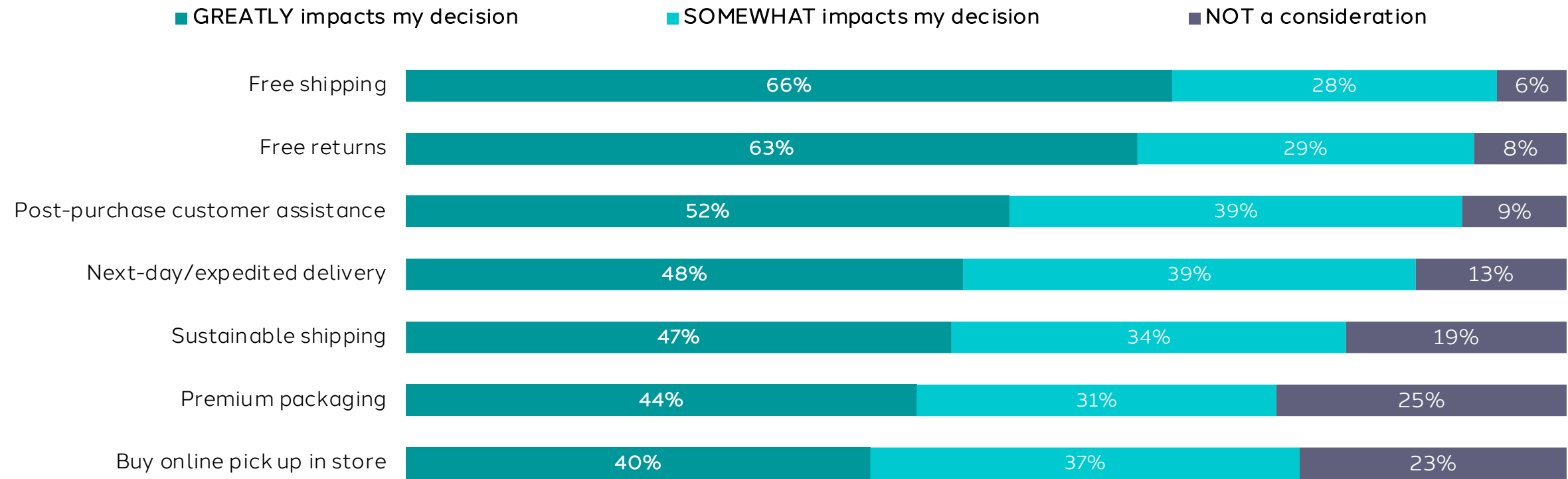
**AGREE: ‘The following SHOPPING features GREATLY IMPACT from whom I decide to buy luxury fashion when shopping ONLINE’**



# 2 in 3 luxury shoppers lean toward online retailers that offer free shipping and free returns.

Most also report that post-purchase customer assistance impacts their choice.

When you shop for luxury fashion ONLINE, how much of an impact do the following SHIPPING/DELIVERY features have on your decision from whom to buy?



# Sporadic luxury shoppers are all functional benefits, while premium shoppers are looking for a continuation of a premium experience.

Sporadic luxury shoppers focus on free shipping & returns. Premium shoppers greatly value premium packaging, sustainable shipping and post-purchase perks.

**AGREE: ‘The following SHIPPING/DELIVERY features GREATLY IMPACT from whom I decide to buy luxury fashion when shopping ONLINE’**

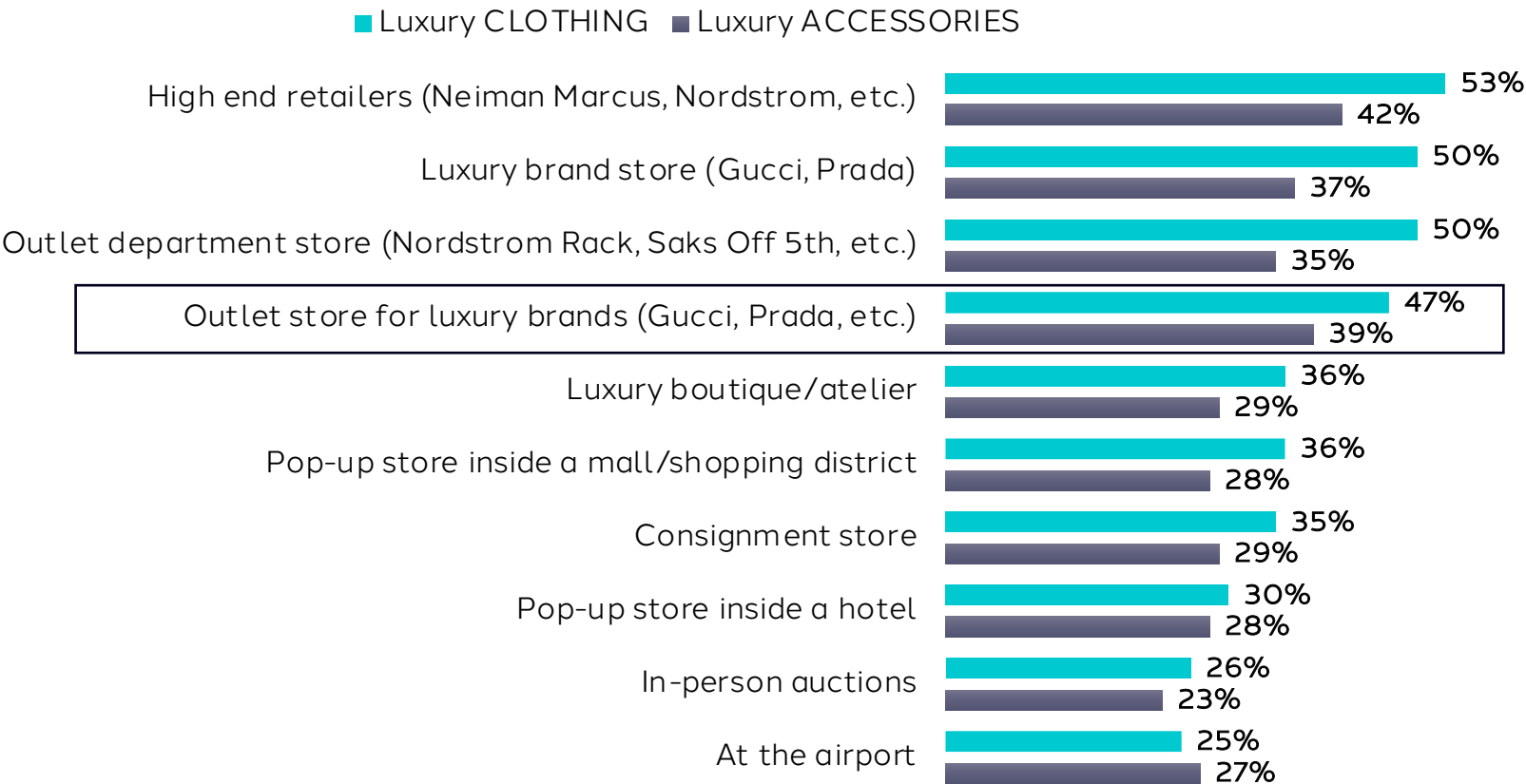




# Luxury department stores, their outlet offshoots, and brand-owned stores are favored when shopping in person.

Comparatively speaking, outlet stores for luxury brands are garnering significant preferences when shopping in person for accessories.

## Which of the following do you use to purchase luxury fashion IN PERSON?



# Premium luxury shoppers over-index on visiting pop-up stores and shopping for luxury CLOTHING at the airport.

Sporadic shoppers are most likely to turn to high-end department stores and outlets.



# When shopping in-person for luxury ACCESSORIES, Sporadic shoppers are once again more likely to favor mainstream/reputable sources.

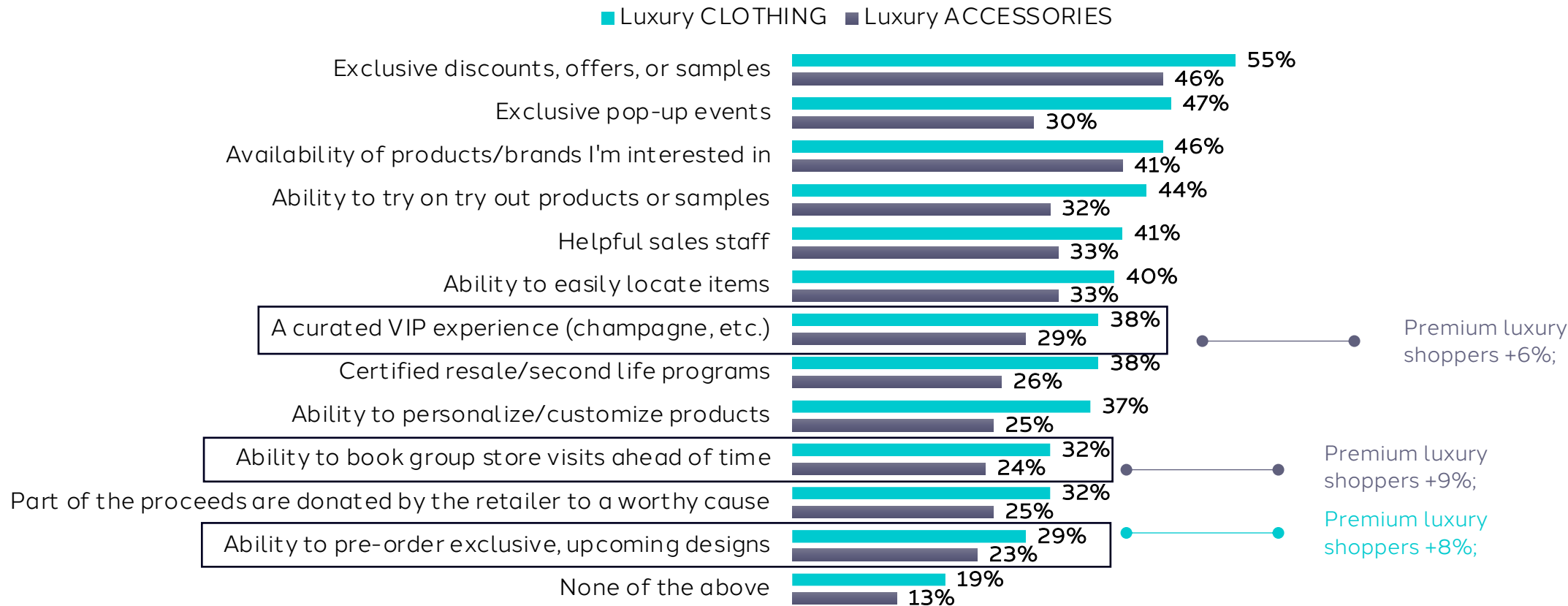
Aspirational shoppers over-index on visiting boutique stores for accessories.



Exclusive discounts and pop-up events are most attractive to luxury shoppers when it comes to clothing. Pop-up events garner less favor for accessories.

VIP experiences, ability to book group visits and pre-order upcoming designs are extremely attractive for Premium luxury shoppers.

Which of the following would cause you to shop for luxury fashion IN STORE more often?





# Luxury shoppers favor digital channels when engaging with customer service.

Premium shoppers over-index on using email and social media, while sporadic shoppers feel more comfortable going to the store to talk with a rep.

How do you typically engage customer service when interacting with luxury brands and luxury retailers?

	ALL	PREMIUM	ASPIRATIONAL	SPORADIC
Email	49%	63%	55%	47%
Chat	48%	52%	53%	45%
Social	43%	63%	55%	37%
Rep at the store	39%	32%	38%	41%
1-800 number	28%	27%	30%	29%
None of the above	6%	4%	3%	5%



## IMPLICATIONS FOR MARKETERS

- **Elevating every aspect of e-commerce is a requirement to win Premium luxury shoppers' preference.** From merchandising capabilities, to shopping and checkout options, to shipping and delivery, Premium luxury shoppers report being more discerning about every aspect of the online customer experience. Becoming the default retail provider for members of this audience means securing steady growth.
- **Take a targeted approach to distribution.** Setting up stores or pop-ups in outlet malls is a viable strategy to reach a larger share of consumers, who are not your repeat luxury shopper, but tend to do focus their purchases in the category in select trips. Hotel and airport locations or pop-ups are more effective if the intent is to attract Premium shoppers with a bigger budget at hand.
- **Design exclusive in-store experiences for VIP shoppers.** Giving recurring customers the ability to book visits ahead of time, especially in conjunction with the release of new designs or new collections is a key strategy to garner Premium luxury shopper's attention.



# Attack of the Clones: Attitudes Toward Luxury ‘Dupes’

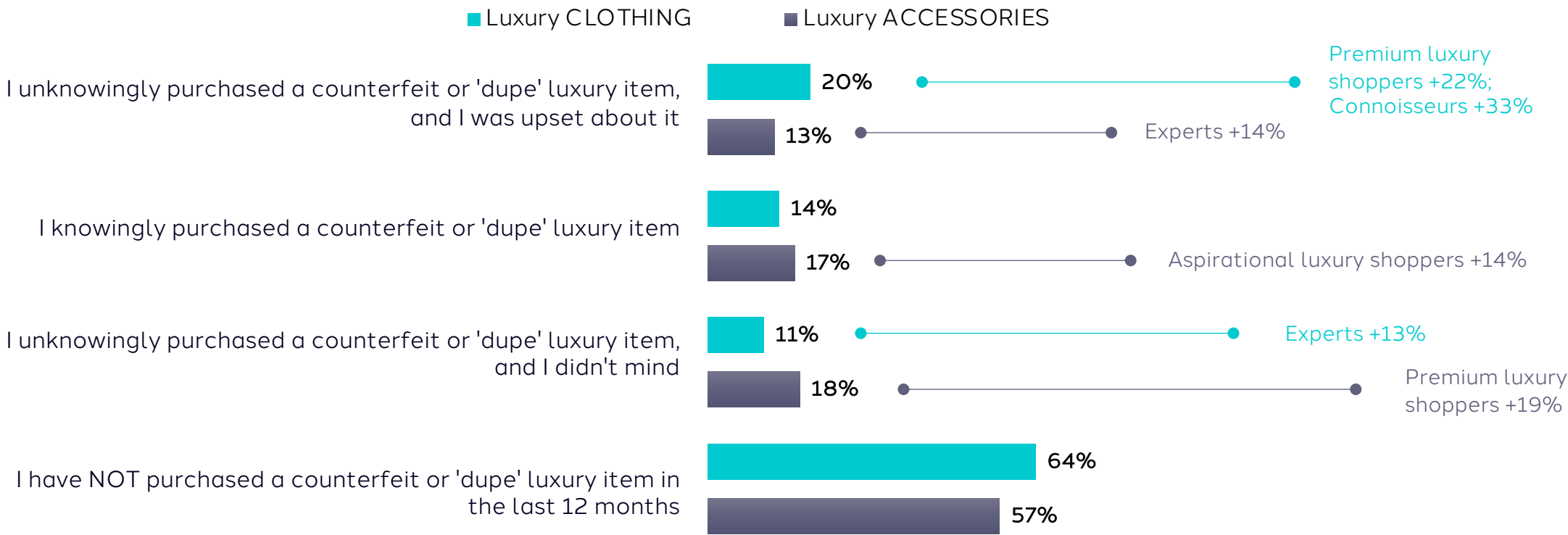
Most consumers told us that quality and craftsmanship matter the most when it comes to luxury fashion, even more than brand recognition. In this context, how much weight does the authenticity of a luxury item hold? How do consumers feel about luxury ‘dupes’?



# Luxury shoppers have been upset by unknowing 'dupe' purchases more often when it comes to clothing, compared to accessories.

Premium shoppers and Connoisseurs are significantly more likely to have been upset by this. Aspirational luxury shoppers are most likely to have bought a 'dupe' accessory intentionally.

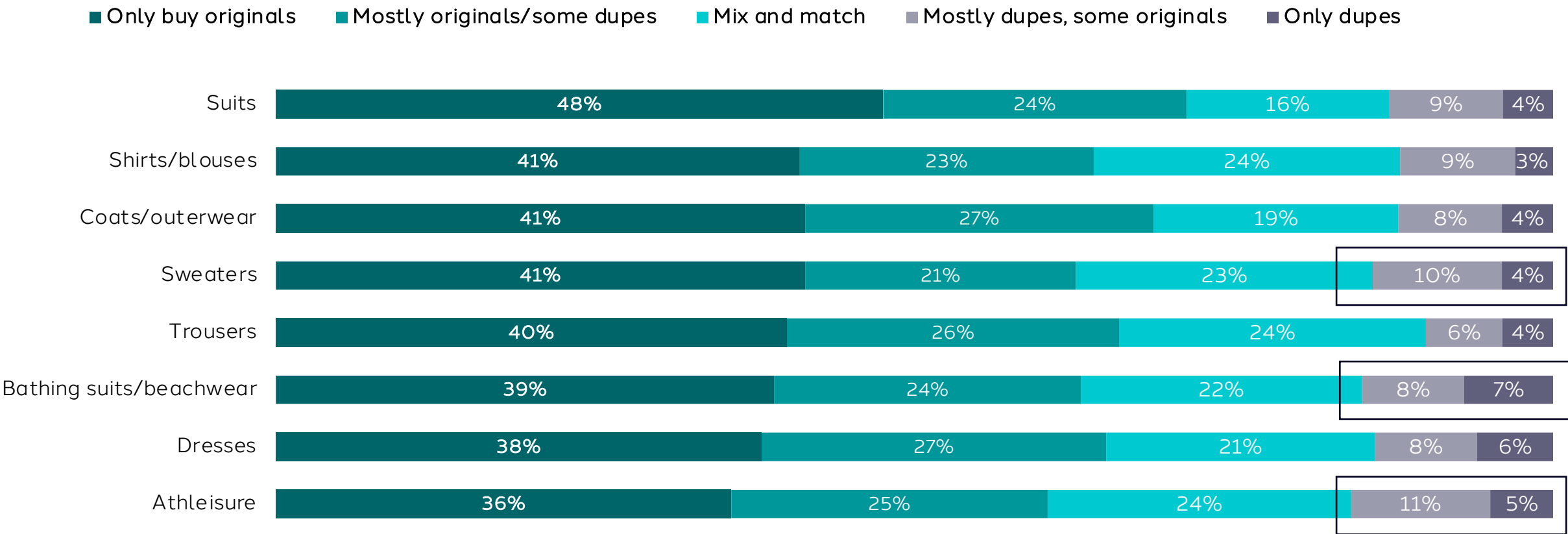
Please indicate whether any of the following has occurred to you in the LAST 12 MONTHS



# More often than not, Americans purchase original clothing over dupes.

Sweaters, beachwear, and athleisure are the categories where consumers opt for ‘dupes’ the most.

Which of the following best reflects your attitude towards knowingly buying dupes in the following luxury CLOTHING categories?

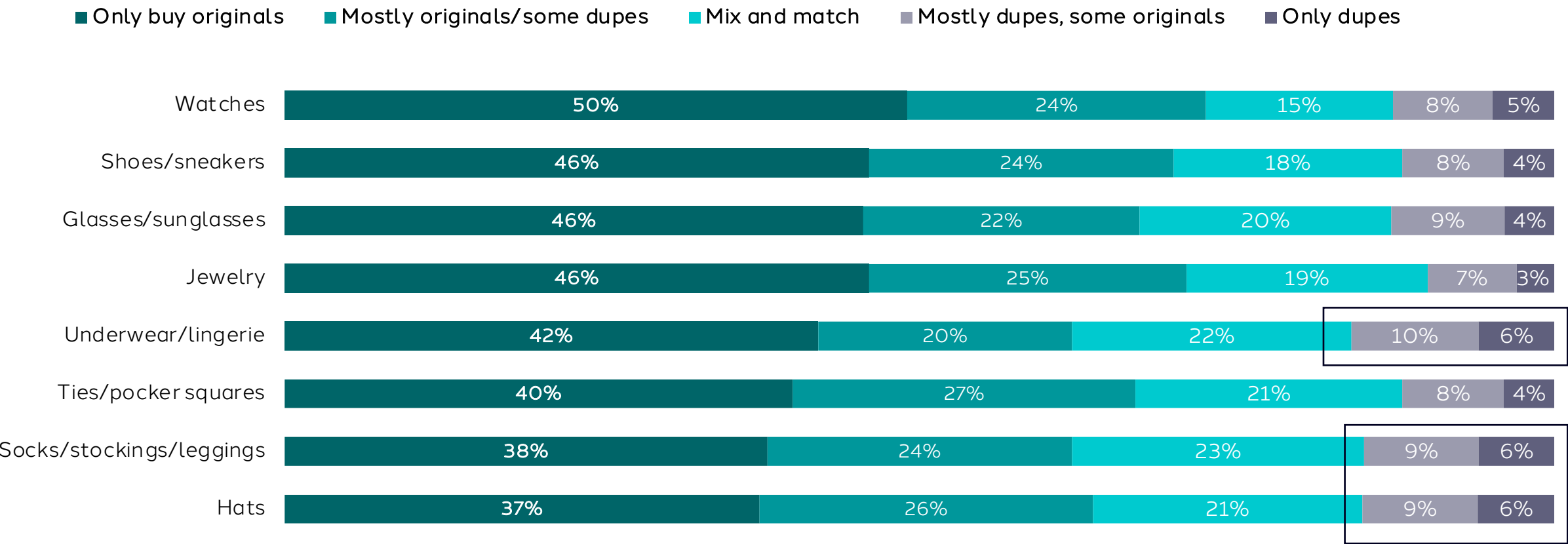




# Americans are also most likely to stick to originals when it comes to luxury accessories.

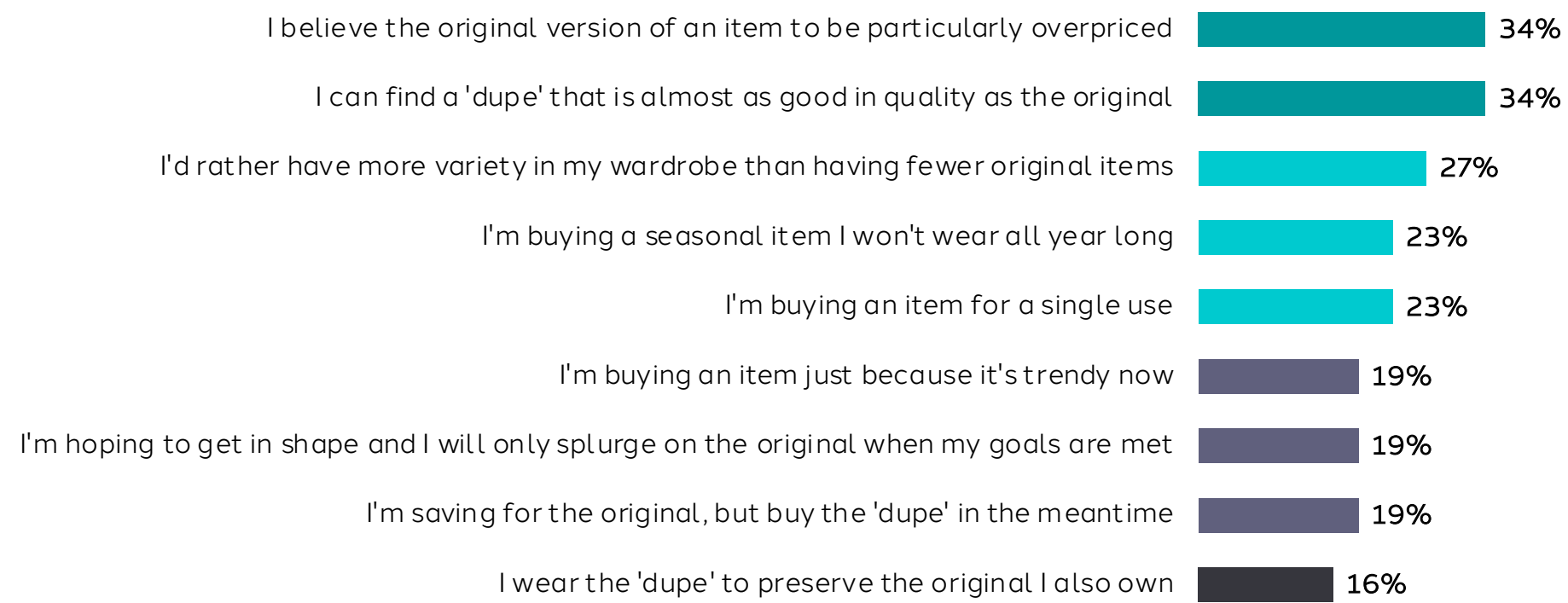
Dupes are most acceptable for accessories that don't hold as much clout.

Which of the following best reflects your attitude towards knowingly buying dupes in the following luxury ACCESSORY categories?



# Dupe culture seems to feed on budget concerns and on how fast social trends move now.

Which of the following would lead you to buy a ‘dupe’ instead of an original when it comes to luxury purchases?



# Premium shoppers over-index on buying ‘dupes’ to keep up with trends and as an interim solution while working on their fitness goals.

Which of the following would lead you to buy a ‘dupe’ instead of an original?

	ALL	PREMIUM	ASPIRATIONAL	SPORADIC
Overpriced originals	34%	30%	26%	32%
Quality dupes	34%	28%	30%	37%
Broader wardrobe	27%	26%	24%	27%
Seasonal items	23%	28%	30%	28%
Single use items	23%	22%	23%	26%
Trendy items	19%	32%	26%	20%
Fitness goals*	19%	32%	24%	22%
Saving for originals	19%	27%	29%	24%
Preserving originals	16%	28%	24%	21%

\* “I’m hoping to get in shape so I will only splurge on the original once I have met my fitness goals. Thus, I will buy the ‘dupe’ in the meantime.”



## IMPLICATIONS FOR MARKETERS

- **Develop strategies to generate buyer reassurance.** Most luxury shoppers prefer originals and can be quite upset to discover they have unknowingly purchased a dupe. Luxury fashion brands and retailers have an opportunity to garner customer preference by standing up programs that help guarantee and protect or preserve the authenticity of an item.
- **Beware of putting too much of a premium on trendy.** Luxury shoppers are conscious of overpriced originals, especially if they perceive that high quality alternatives can be found. Having more to choose from in the wardrobe and recognizing a fad are listed among the reasons that may lead to considering 'dupe' alternatives.
- **Consider second life and exchange programs as a way to retain customers who hesitate on splurging for 'limited lifespan' originals.** Luxury shoppers may consider going for a 'dupe' when a seasonal or single-use item is involved, or as an interim solution while pursuing fitness goals. A convenient second life or exchange program may convince them to go for the 'real thing' even in these scenarios.



# Project Runway: Intersections Between Luxury & Travel

1 in 4 shoppers told us that they purchased luxury fashion at the airport and this share grows among Premium luxury shoppers. At a time when travel continues to be a priority for consumers, we focus on the connections that exist between luxury shopping and both domestic and international travel.

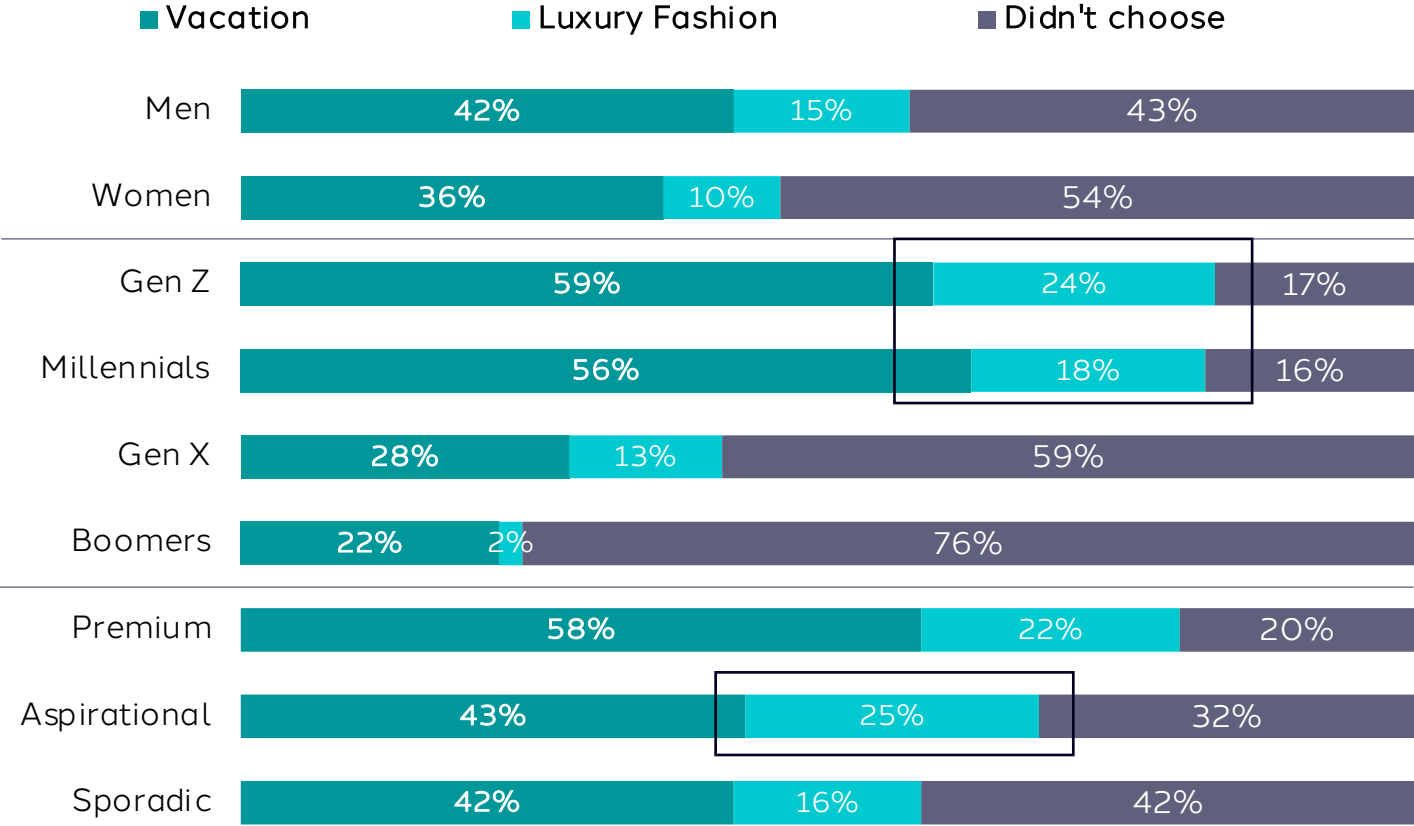
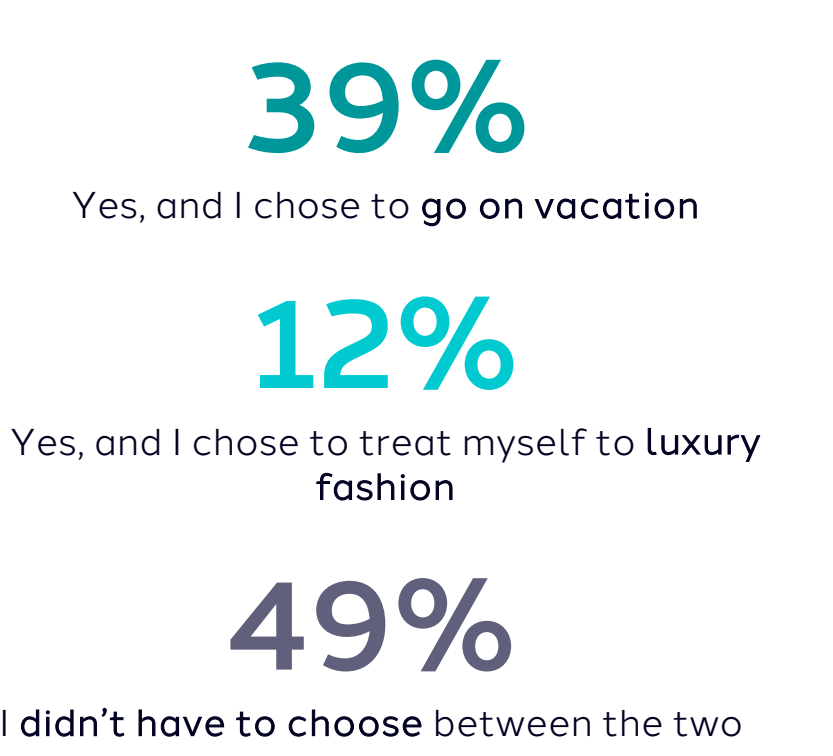




# When push comes to shove, Americans favor vacations to luxury fashion purchases.

Gen Z and Millennials are most likely to favor luxury purchases.

In the LAST 12 MONTHS, did you have to choose between going on vacation or making a luxury fashion purchase?



# Luxury purchases often go hand in hand with travel, both within and outside of the US.

Men, Gen Z, Millennials, and Premium shoppers are more likely to splurge on luxury during their trips.

In the LAST 12 MONTHS, have you purchased any luxury fashion items when traveling?

38%

Yes, traveling within the United States\*

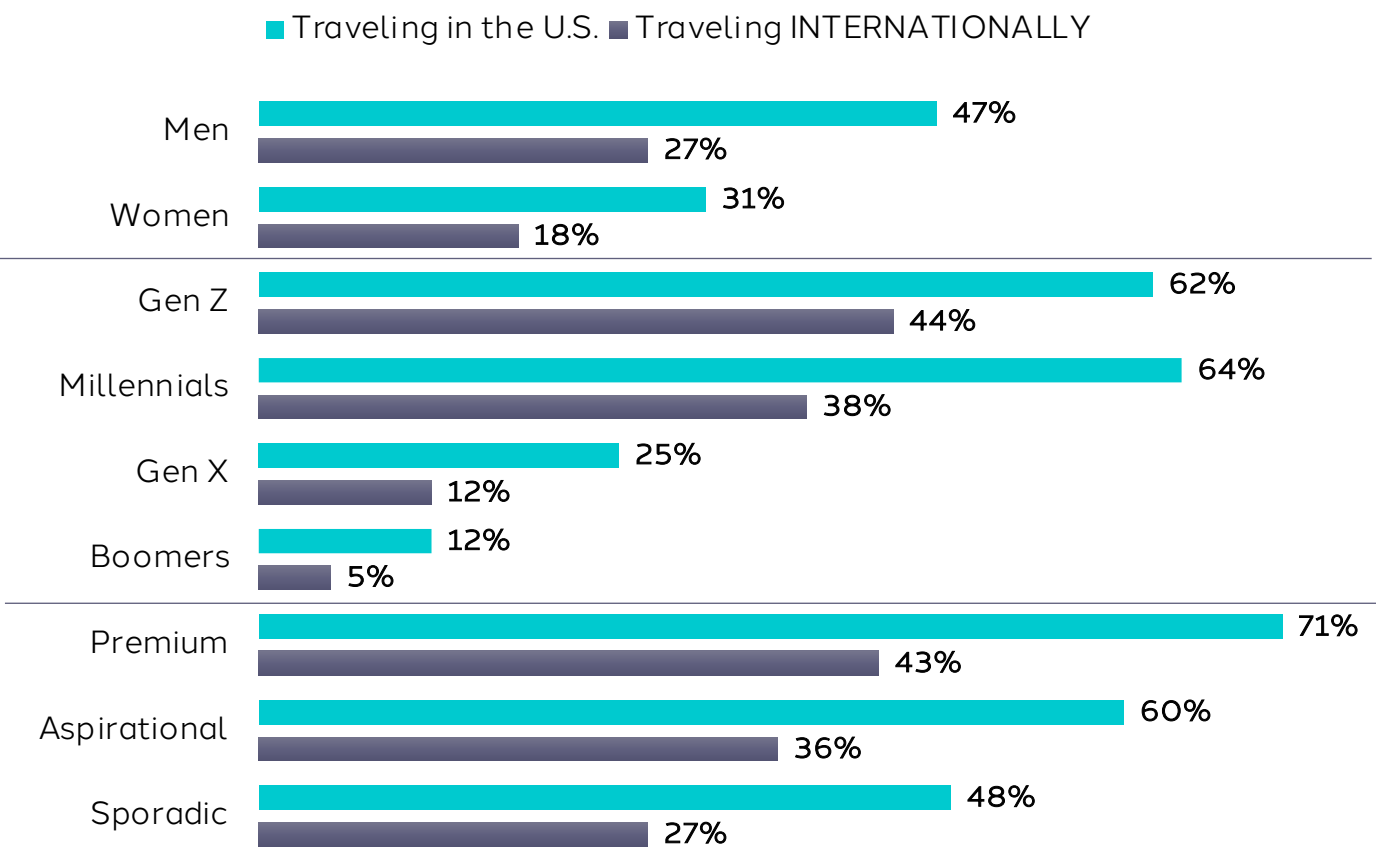
22%

Yes, traveling internationally\*

52%

I didn't buy luxury when traveling

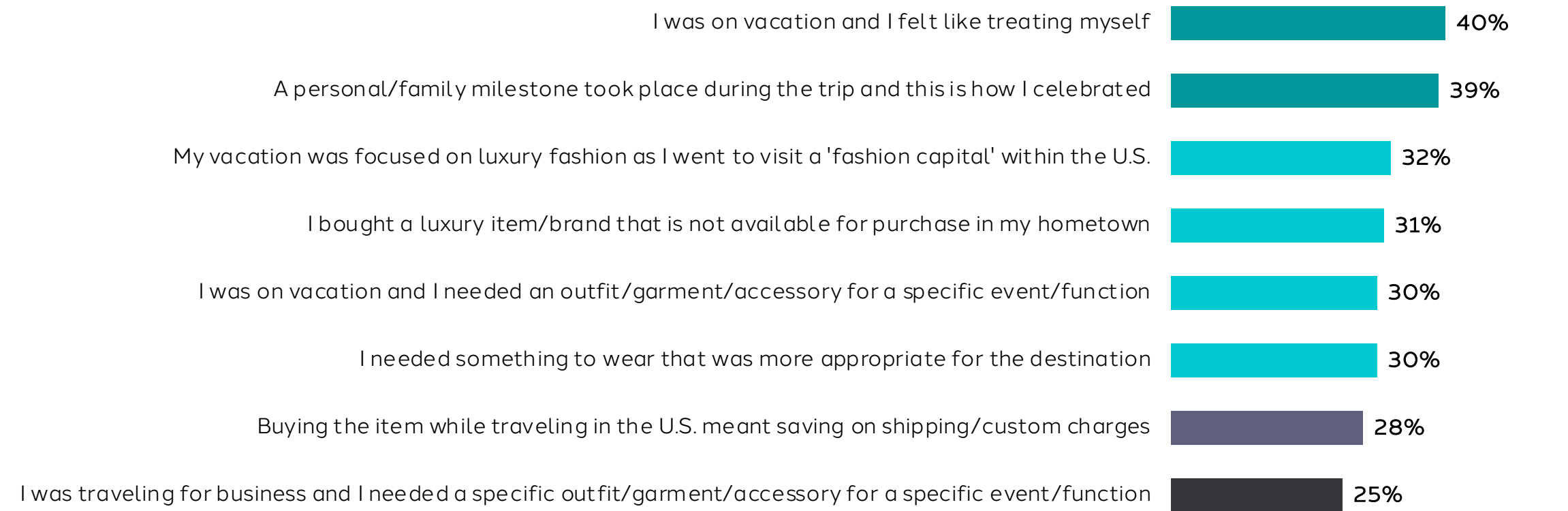
\* These audiences are not exclusive. Thus, the don't add up to 100%.



# Luxury purchases on U.S. trips are most often driven by the desire to treat oneself or celebrate milestones taking place during the trip.

Our Summer Travel study found that 38% consumers say the plan to increase their on-vacation budget. This aligns with the notion that luxury splurges are encouraged by a special occasion mindset consumers have when they travel.

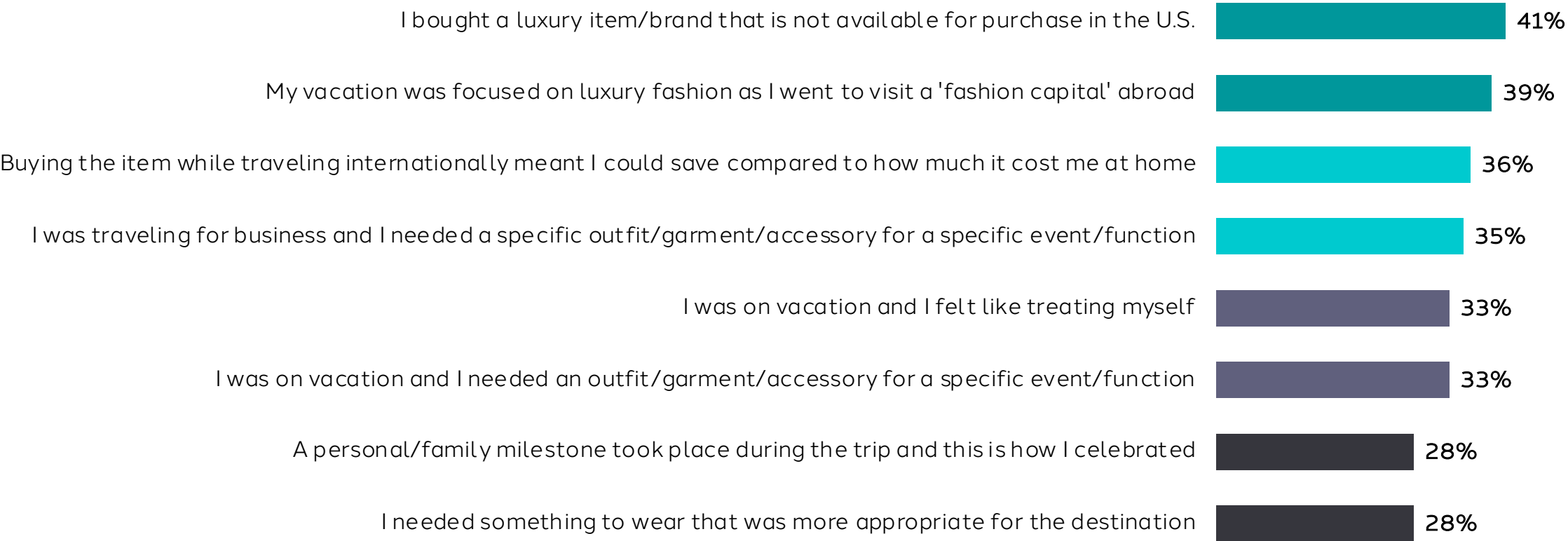
## Why did you buy luxury fashion while traveling within the U.S.?



# Luxury purchases on int’l trips seem targeted: shoppers buy items they can’t find or would cost more in the U.S., or purposefully visit international ‘fashion capitals.’

Our Summer Travel study found that international travel appetite is strong this year.

## Why did you buy luxury fashion while traveling INTERNATIONALLY?



# 1 in 4 Americans often have an eye on luxury shopping when they make their travel plans.

This is particularly relevant for younger consumers and Premium luxury shoppers.

How likely are you to make travel plans with an eye toward luxury shopping?

	ALL	PREMIUM	APIRATIONAL	SPORADIC
My travel plans <b>VERY OFTEN</b> have an eye on luxury shopping	24%	51%	36%	26%
My travel plans <b>SOMETIMES</b> have an eye on luxury shopping	20%	35%	36%	28%
My travel plans <b>RARELY</b> have an eye on luxury shopping	16%	7%	16%	21%
My travel plans <b>NEVER</b> have an eye on luxury shopping	40%	7%	12%	25%



# France and Italy, and specifically Paris and Milan, are the most cited luxury fashion destinations consumers would like to travel to.

Within the U.S., New York and Las Vegas garner the most favor.

Which, if any, domestic or international destinations would you travel to because of their connections to luxury fashion?



\* This word cloud only features destinations that were mentioned at least 3 times. The word cloud is 'weighted': destinations that were mentioned more often are featured in larger type.



## IMPLICATIONS FOR MARKETERS

- **Consider aligning campaigns to travel behaviors.** The connection between travel and splurging on luxury is undeniable. Understanding travel behaviors across different seasons and different customer segment can make advertising campaigns and initiatives like pop-up store much more effective.
- **Double-down on indulgence messaging for the luxury shopper on the go.** Consumers have a more relaxed attitude towards making out of the ordinary purchases when they are on vacation and even things like business of social functions are often seen as a convenient excuse to treat oneself with something out of the ordinary.
- **Explore partnership with travel companies for luxury globetrotters.** Luxury fashion shopping is a significant consideration for consumers when they are making their travel plans, especially Premium luxury shoppers. Consider standing up VIP experiences in collaboration with air travel companies, hotel groups, and credit card providers to capture the audiences that are making their vacation all about luxury fashion.





## About dentsu

Dentsu is the network designed for what's next, helping clients predict and plan for disruptive future opportunities and create new paths to growth in the sustainable economy. Taking a people-centered approach to business transformation, we use insights to connect brand, content, commerce and experience, underpinned by modern creativity. As part of Dentsu Group Inc. (Tokyo: 4324; ISIN: JP3551520004), we are headquartered in Tokyo, Japan and our 65,000-strong employee-base of dedicated professionals work across four regions (Japan, Americas, EMEA and APAC). Dentsu combines Japanese innovation with a diverse, global perspective to drive client growth and to shape society.

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