

The
NECESSITY
of *NUANCE*

WHAT IS *THE*
BIGGEST
CHALLENGE ?

WHERE?
IS THE LUXURY
CONSUMER.

Americans spent
\$73.3 billion
on luxury goods last year—
more than consumers in Japan,
Italy, France and China
combined.

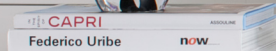
Aspen Manhattan
San Diego DC
Chicago Atlanta
The Hamptons Miami
Scottsdale Dallas
Los Angeles San Francisco
Silicon Valley O.C. Houston
Hawaii

The average home price
in **ATHERTON**, part of
Silicon Valley,
is *\$11.2 million.*



















90/10

WHO?
ARE THEY ●







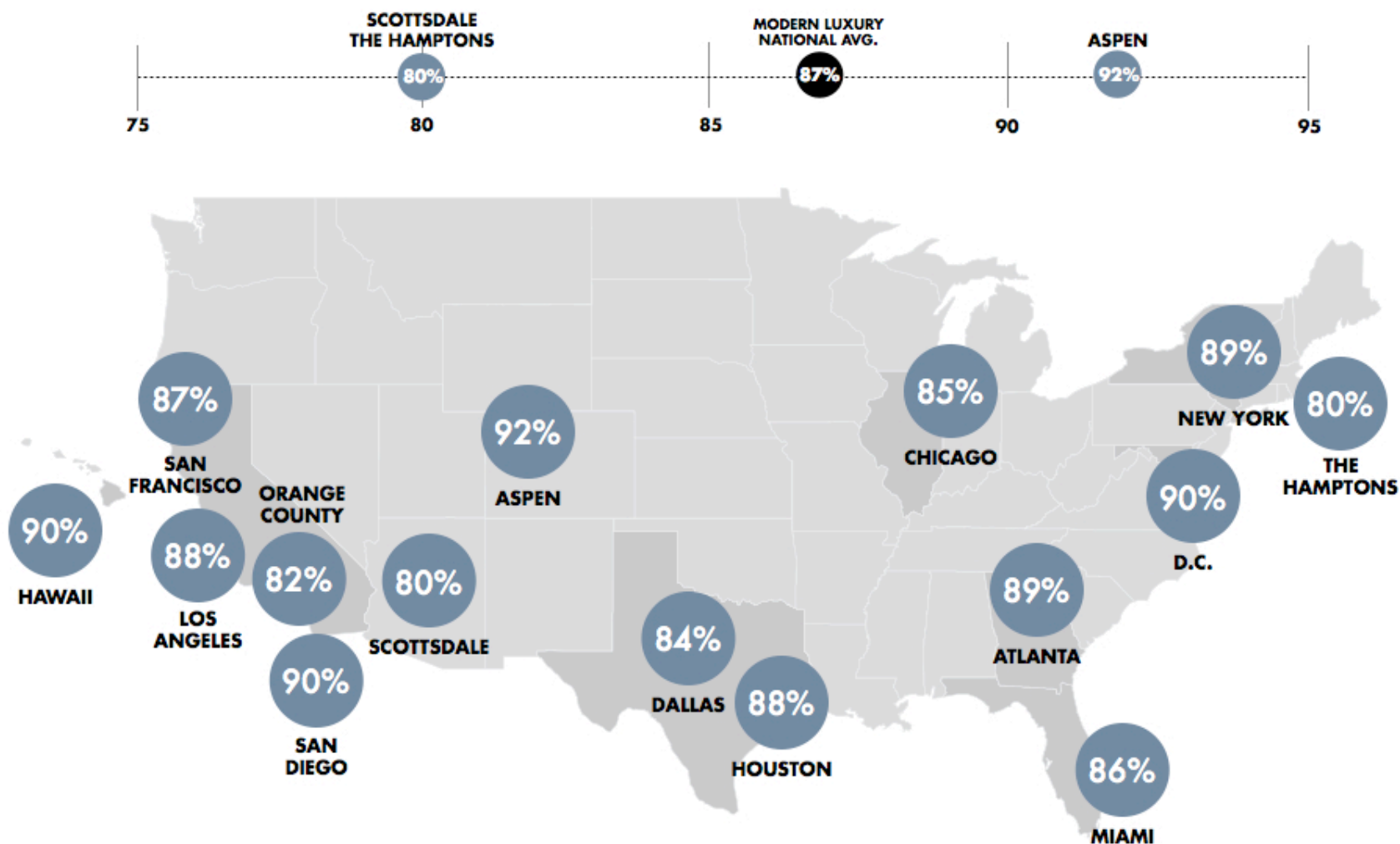
HOW?

NUANCE

HOUSTON is
the silent hero of
the state of Texas
raising over *\$12 billion*
in charity last year with a
glamorous gala scene.

PHILANTHROPY WITHIN THE COMMUNITY IS THE #1 DRIVER OF ENGAGEMENT

I am more likely to attend an event that gives back to my local community





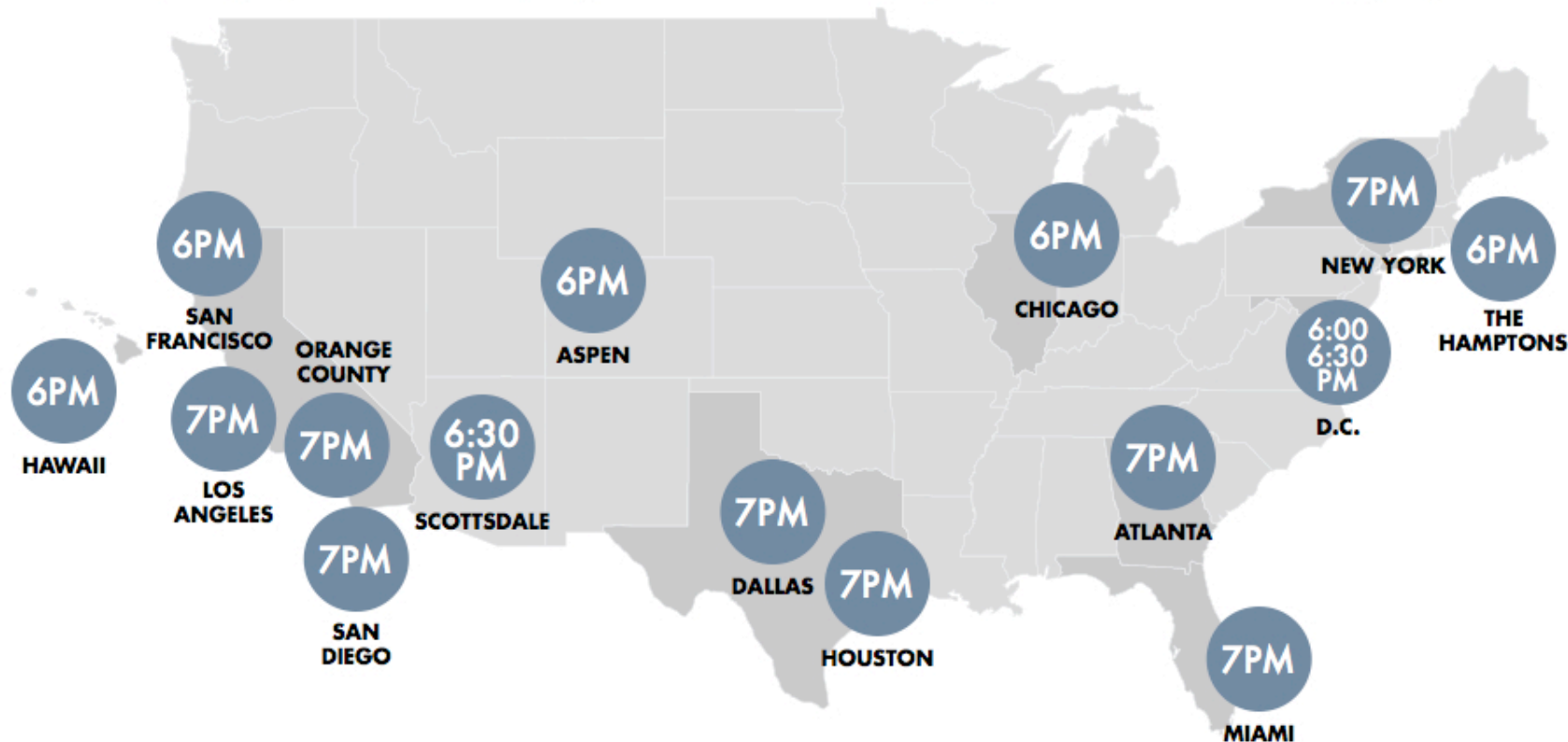


CITY TO CITY: IT'S IN THE DETAILS

Within ALL markets, Thursday is the preferred evening to attend an after work function

S | M | T | W | **T** | F | S

However, half of all markets prefer a start time of 7pm, while the other half prefer earlier









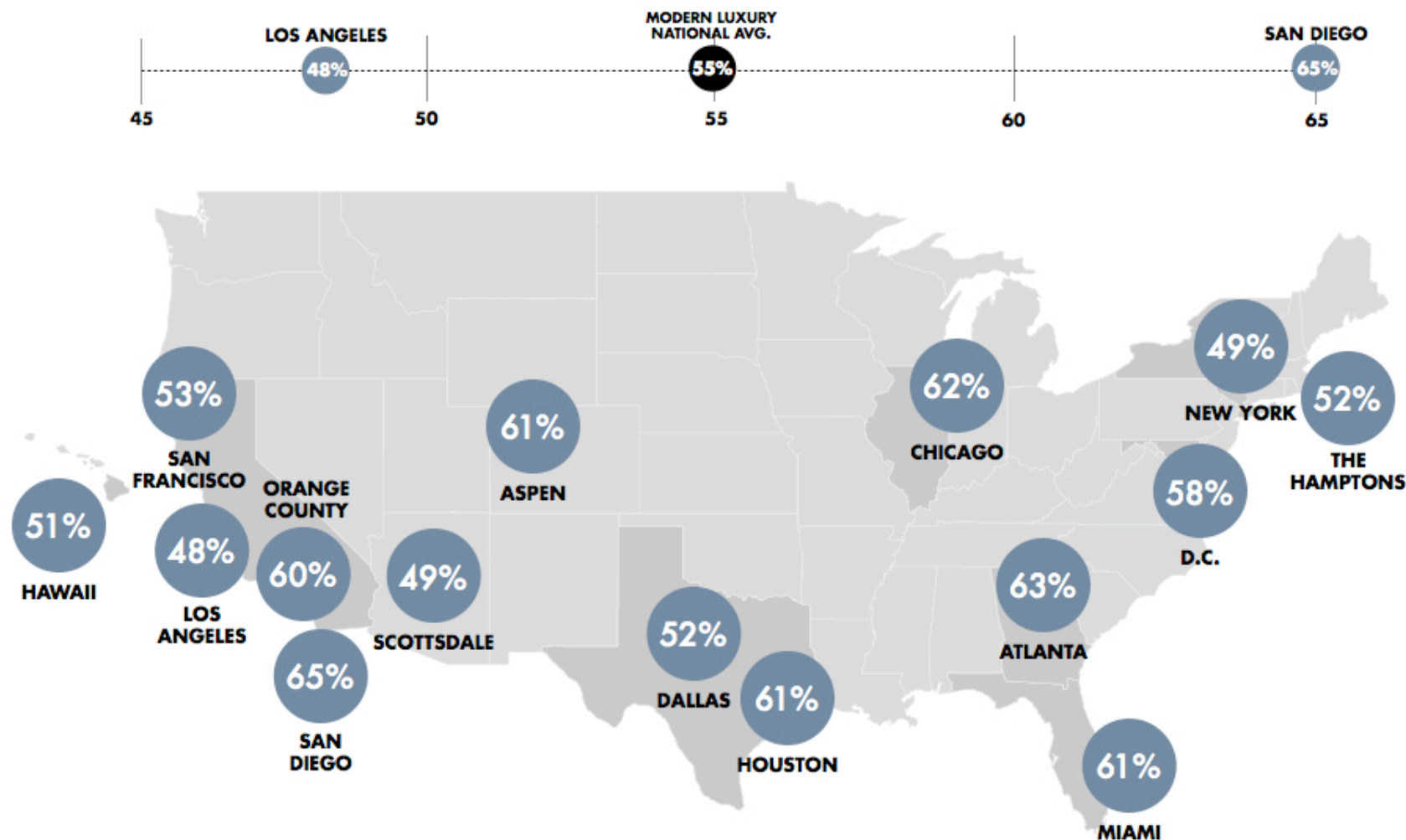
A window display for winter clothing. In the foreground, a mannequin is dressed in a dark navy blue duffle coat with large brass toggles, a light purple turtleneck, a gold necklace with a cross pendant, and blue jeans. A white ceramic mug with a silver lid sits on the mannequin's chest. Behind the mannequin, a person is wearing a grey double-breasted coat over a pink top. The background features a blue and white mountain range graphic.

FROM CHILLY TO
CAN'T-FEEL-YOUR-FACE COLD

We've got this.

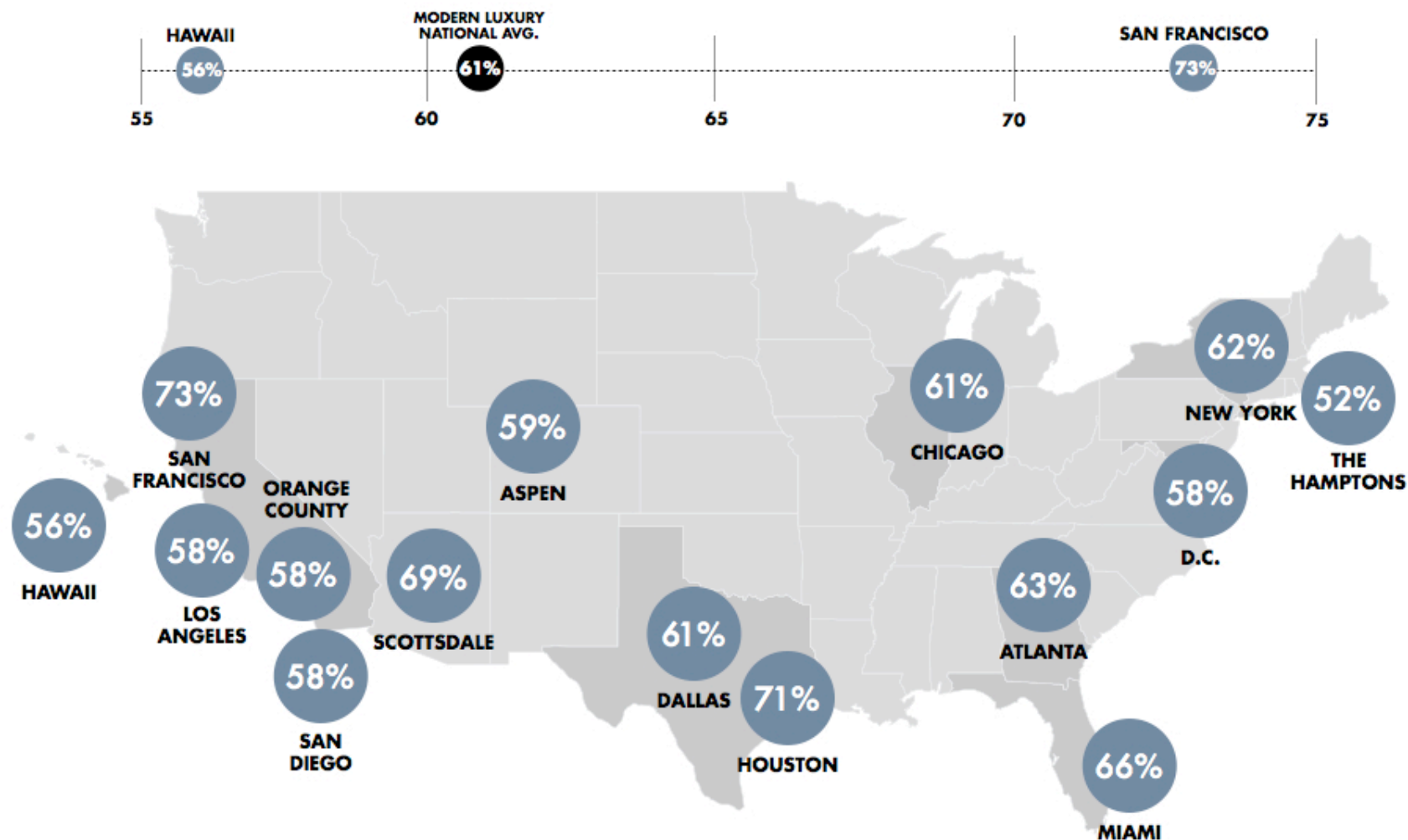
AT RETAIL, CONNECT THROUGH CONSULTATION

Resource for Beauty Education: Consultant in Store



AT RETAIL, ONE-ON-ONE ENGAGEMENT WORKS

Likely to Attend Beauty Event with a Facial in Store/at Counter









AERIN DALLAS

WOMEN OF
STYLE

THE FIRST SALVAGE

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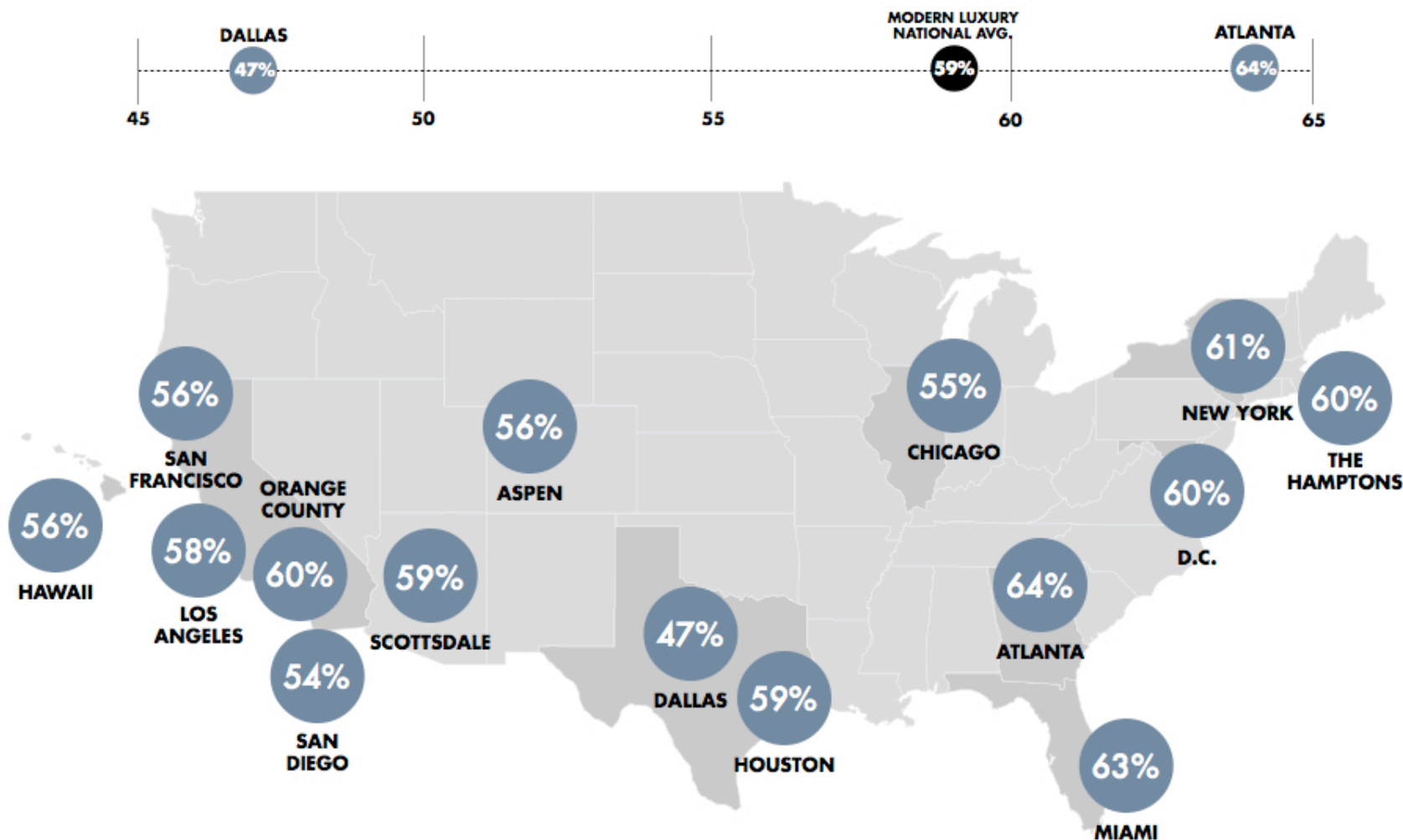
THE FIRST SALVAGE

WOMEN OF
STYLE



THE AFFLUENTS ARE NOT "STAR STRUCK." CELEBRITIES ARE PART OF THEIR COMMUNITY

I am more likely to attend an event with a celebrity appearance







GUCCI



GUCCI

OYSTER PERPETUAL YACHT-MASTER 40



MAYORS

AVENTURA MALL DADELAND MALL
LINCOLN ROAD MERRICK PARK
MIAMI INTERNATIONAL MALL
954.590.9000

ROLEX, OYSTER PERPETUAL AND YACHT-MASTER ARE ® TRADEMARKS.

OYSTER PERPETUAL COSMOGRAPH DAYTONA



TOURNEAU

Westfield San Francisco Centre
415-974-1846

ROLEX BOUTIQUE

ROLEX, OYSTER PERPETUAL, COSMOGRAPH AND DAYTONA ARE ® TRADEMARKS.

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of NECESSITY
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- The best way to reach your customer is city by city
- Within each city it's imperative to know both your best and prospective customers
- Connect with them by knowing what is important to them
- Localized philanthropy, Thursday nights and free facials are the ticket!