

MEDIA/PUBLISHING

## Robb Report's gift guide highlights anti-aging lab among pricy experiences

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*The December issue of Robb Report focuses on holiday gifts for the consumer who has everything. Image credit: Robb Report*

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Mirroring the trends in luxury spending over the last few years, Robb Report's annual holiday gift guide of the best luxury gifts recommends an increasing number of experiences rather than products.

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The "experience over object" trend has been a well-documented development in recent years, especially among younger affluent consumers, and Robb Report's December 2017 issue makes note of that as it recommends holidays, tastings and other ephemeral events. The issue also highlights consumable luxury, such as the best cigars for tobacco lovers as well as a poll showing the most desired fine whiskies of the year.

"The holiday season is about storytelling as much as giving, and whether a particular gift involves a physical item or a unique experience, what makes it special is the history behind it and the history it creates," said Brett Anderson, editor in chief of [Robb Report](#), New York.

### Experiential offers

Robb Report's December edition is chock full of gift ideas for the wealthiest of holiday shoppers, ranging from the standard private jets and Saville Row suits to the truly exotic, such as sessions at a laboratory dedicated "bio-hacking."

What stands out is that many of the most creative and unique gift ideas are experiences, such as the aforementioned bio-hacking thanks to the creator of Bulletproof Coffee or a spa session in the courtyard gardens of the Royal Mirage in Dubai.

The emphasis on experiences is in line with how many younger affluent consumers have elected to spend their money recently. The adage that millennials care more about experiences over objects extends to wealthy millennials as well.

In addition to these experiences, Robb Report has segmented its gift guide into sections for different types of people. For example, a sections for athletes includes an \$85,000 falconry set as well as a \$53,000 per person 10 day golf trip to Scotland.

Going along with the theme of experiences, Robb Report has also included a number of suggestions of perishable luxury goods, including Royal Belgian Caviar which can cost up to \$60,000 and a selection of wines ranging from France to Napa.

#### Getting creative

A number of major luxury brands have begun touting experiences as the best way to serve customers recently.

For example, Four Seasons Hotels and Resorts invited customers into a unique temporary experience with its first "Pop Down," a collection of curated experiences ranging from food and drinks to floral arrangements.

The experience was hosted in Toronto during the city's annual film festival to attract high-profile guests. Four Seasons is keen to continue these Pop Down experiences, bringing in new ideas and activities for guests that extend the brand beyond hotels ([see story](#)).

Similarly, Dream Cruises is creating a VIP experience for travelers in Asia with a Dream Palace concept.

Guests who stay in the newly opened Dream Palace Suite and Garden Penthouses are offered a first-class experience in an exclusive environment that includes a pool, spa, gym and dining options separate from the rest of the ship. Now available on the Genting Dream vessel, this luxury ship within a ship option will also roll out on the soon to launch World Dream ([see story](#)).

These, among others examples, show that brands are looking to give customers something that is more memorable and deeply experiential, rather than something to hang on a wall or put on a shelf.

As customers continue to accrue more objects and products, experiences become a smarter and more personal way to give a meaningful holiday gift to someone who already has everything.

"Whether the chosen present is a one-of-a-kind single malt distilled amid the chaos of World War II, a rare gem discovered in a far-off locale, or a journey to northern Belgium to harvest and cure fine caviar, its true value is measured in the traditions it evokes and the new memories it creates," Robb Report's Mr. Anderson said.