

MARKETING

## Luxury Daily's 2017 year in review: Top headlines across sectors

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*Packing it up for 2017. Image courtesy of Neiman Marcus*

By STAFF REPORTS

Throughout 2017, all sectors embraced technological innovations that had once seemed mismatched for luxury marketing, demonstrating that even the most lamb-like brands can adapt to behavioral changes and digital advances.

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Technologies such as artificial intelligence and augmented reality were heavily used and tested by luxury brands looking to forge a deeper connection with digital-savvy consumers. The advancements made by all sectors of luxury are likely to continue well into 2018 and beyond.

Please see below for Luxury Daily's top headlines from 2017, by sector:



*Louis Vuitton x Supreme collection. Image credit: Louis Vuitton*

### Apparel and accessories sector's Top 10 headlines of 2017

Luxury apparel and accessories brands are adjusting their strategies to cater to today's customer, whether that means embracing social responsibility or an unlikely collaborator.

Along with partnerships, 2017 brought a number of breakups and new relationships, as creative directors ended long-term tenures at storied houses or began at new brands. Meanwhile, technology is poised to disrupt the industry, whether through consumer-facing digitization or innovations behind-the-scenes.

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*Christie's VR walkthrough in its saleroom. Image credit: Christie's*

### Art and entertainment sector's Top 10 headlines of 2017

The global art world felt its sales diminish in 2016, but 2017 was marked by some big successes in the form of innovative new ways to explore and purchase fine art.

From successful art expos around the world to the single most expensive piece of art ever auctioned to virtual reality art auctions, 2017 saw some incredible and innovative moments in the art world. For collectors and investors, 2018 will hopefully be the year that the global art market begins to come back from a disappointing 2015 and 2016.

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*Mercedes-Benz has previously partnered with Google Home*

### Automotive sector's Top 10 headlines of 2017

This past year, automakers have continued to make headway with autonomous driving, as the technology barrels ahead at top speeds, making driverless initiatives one of the biggest automotive themes of 2017.

Electric-powered vehicles have also become a major disruptor in the industry, as brands continue to outdo one another in ways to save the environment. However, gas is not likely to disappear in the coming years, but in-dashboard technology innovations will be a necessity and have dominated the news cycle.

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*Brikk's iPhone X plays into the phone's luxury target. Image courtesy of Brikk*

### Consumer electronics sector's Top 10 headlines of 2017

The consumer electronics sector was marked by two major developments in 2017: the collapse of British high-end smartphone manufacturer Vertu and the introduction of Apple's luxury device, the iPhone X.

The collapse of Vertu signaled that the idea of a luxury smartphone is a difficult one to sustain when most luxury consumers just buy the newest iPhone anyway. But Apple's iPhone X, an unapologetically luxury smartphone, shows that there may still be life in that idea and its competitors will have to adapt.

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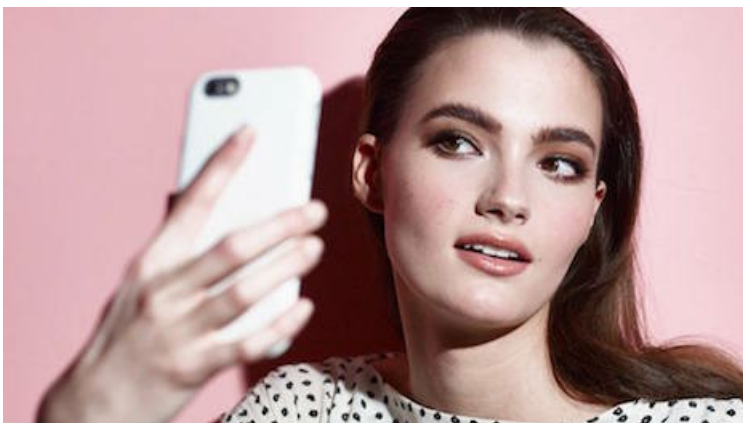
*Ritz-Carlton Beijing and Air China teamed for a 4-course Italian meal. Image credit: Air China*

### Food and beverage sector's Top 10 headlines of 2017

Driven by consumers' preference of experiences over material objects, 2017 was an excellent year for the high-end food and beverage sector.

For this sector, this year saw many stories of luxury brands partnering with fine dining establishments and distilleries for experiences that combined an experience with a high-end meal or beverage. Outside of these collaborations, 2017 also marked a number of food and beverage brands embracing new technology, such as augmented reality, to better market their products.

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*Selfie culture is driving beauty growth. Image credit: Shiseido Group*

### Fragrance and personal care sector's Top 10 headlines of 2017

Technology has finally brought what the luxury beauty and fragrance sector's marketing had previously been missing: experiences that digitally recreate the cosmetic counter consultation with tangible results.

Throughout 2017, technologies such as augmented reality and virtual try-on softwares brought beauty brand marketing to life through interactive, guided selling tactics that personalized consumers' experience through mobile applications. Also, established brands have been forced to pay attention to smaller, niche beauty labels as independent cult-favorites take to social media to build awareness among selfie-loving and social savvy millennial and Generation Z consumers.

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*Gucci Decor brings the house's codes into the home. Image courtesy of Gucci, illustration by Alex Merly*

### Home furnishings sector's Top 10 headlines of 2017

Affluent consumers are becoming more comfortable making major purchases via ecommerce, and home furnishings brands are taking note.

From visualizers to virtual reality, brands are finding innovative ways to assist consumers in making confident furniture purchases sight unseen. With consumers desiring the latest technology and smart features, product design is also adapting to the increasingly digital world.

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*Lab-grown diamonds are in a position to disrupt the luxury jewelry sector. Image credit: Diamond Foundry*

### Watch and jewelry sector's Top 10 headlines of 2017

After years of hesitation, jewelry and watch brands embraced innovative digital selling tactics throughout 2017.

Over the course of the year, a number of timepiece brands partnered with third party sellers to make ecommerce possible for its brand enthusiasts, but the sector's went beyond standard online selling by testing augmented reality and artificial intelligence strategies. Despite the sector's sluggish innovations, especially from watchmakers, jewelry and timepiece brands became more fluid and willing to embrace online consumers for a forward-looking strategy that is sure to continue next year and beyond.



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*Most Vogue readers follow the title and its editors on social media; image courtesy of British Vogue*

### Media and publishing sector's Top 10 headlines of 2017

While print media remains a go-to method to communicate with high-net-worth audiences, the sector has been forced to adapt to technologies present in an ever-changing landscape.

Video, for example, has emerged as a successful method to embrace a title's core audience, while also becoming a supporting content vehicle for advertising partners via sponsored promotions. Despite video's popularity for publishers, traditional media brands are still lengths away from truly interactive print reads, enabled possibly by augmented reality, but many in 2017 attempted to remain relevancy by exploring innovative ways to share news and curated content.

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*Teles Properties listing in Los Angeles. Image credit: Teles Properties*

### Real estate sector's Top 10 headlines of 2017

Turmoil in politics, natural disasters and dramatically shifting consumer behavior have led to an interesting past year for the real estate sector, especially in the upper tier.

Many real estate firms have made interesting acquisitions and closings, while others invested in innovative opportunities. In 2017, many firms joined the race for technology to better connect with home buyers, making the past year's headlines full of exciting endeavors.

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*Retail has faced disruption. Image credit: Neiman Marcus*

### Retail sector's Top 10 headlines of 2017

Retail is adapting to consumers' increasingly digital behavior through innovations and investments in elevating the shopping experience.

Whether embracing ecommerce for the first time or doubling down on efforts to connect the online and offline channels, retailers looked to modernize their approach without losing their sense of service. Meanwhile, new store formats and uses of technology showed that luxury retail is unafraid to experiment and evolve.

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*Emirates takes inspiration from Mercedes for its in flight suites. Image credit: Emirates*

### Travel and hospitality sector's Top 10 headlines of 2017

In the past year, travel and hospitality has seen disruption for bookings with artificial intelligence being used to sort through data to target consumers on a deep and personal level.

Affluent travelers are looking for unique destinations as they strive for unique experiences on a more cultural level, which will only increase in the coming year. Brands are learning to incorporate local culture and one-of-a-kind experiences to stay ahead.

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## Top 10 thought-leadership columns of 2017

Thought-leadership in luxury focused on key issues dominating the business: reinvention or adaptation to evolving consumer behavior, cultivating emerging generations with buying power who supposedly value experience over products, digital disruption with ecommerce and mobile, the eternal struggle with scale versus exclusivity, role of the bricks-and-mortar store, and the very definition of luxury. Here are the 10 columns in Luxury Daily that asked or answered the most thought-provoking questions of the day.

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