

MARKETING

Branded resolutions mirror consumers' wellness mindset to start 2018

January 3, 2018



Bameys shared the resolutions of 19 designers to encourage consumers. Image credit: Bameys

By JEN KING

Retailers such as Mr Porter and Nordstrom are encouraging consumers to maintain New Year's resolutions beyond the first week of 2018 through features supporting health and wellness.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

As consumers increasingly turn to self-care, healthy eating and fitness routines, nearly every luxury industry has incorporated its own stance on health and wellness to speak to shoppers' expectations and behavior. At the start of the new year, consumers often ramp up health-conscious resolutions, and messages of encouragement, recommendations and tips from favorite brands may inspire consumers to stick to reaching their goals.

"Consumers that are loyal brand enthusiasts respect the opinions of retail spokespeople and famous fashion designers," said David Naumann, vice president at [Boston Retail Partners](#), Boston. "Retailers offering their perspectives and ideas for New Year's resolutions will be welcomed by their loyal fans."

"As consumers continue to value experiential shopping, many retailers have infused interactive experiences and themed events to appeal to consumers' affinity for the theater of shopping," he said.

"With New Year's resolutions that can be tied to retail products or services, these tips can inspire consumers to visit their store to try or test products that help them achieve their goals, which ultimately results in more sales."

New year, new

In the beginning of a new year, when consumers are most motivated to make positive lifestyle changes, brands and retailers are given an opportunity to be part of that behavioral overhaul.

With beauty routines and fitness at the top of most consumers' lists, many brands, for instance, create shoppable features that offer product recommendations and tips for reaching goals.

Department store chain Nordstrom, for one, put together a list of "gym bag beauty essentials" to help consumers hit the elliptical, but still maintain an active social calendar.

Prior to the ball dropping in New York's Times Square, Chanel took to Paris' public transportation system to offer sage advice alongside its beauty offerings.

MAQUILLEZ VOS FAIBLESSES (JAMAIS VOS ÉMOTIONS)



EN 2018 OSEZ.
CHANEL

LES BEAUX PRODUITS BELLE ÉTOILE. COPIRABLE SUR CHANEL.COM

"Makeup your weaknesses (never your emotions)," from Chanel's "In 2018 Dare" campaign. Image credit: Chanel

Between Dec. 19 and 25, Chanel placed French-language advertisements in the Paris metro system as passersby hurry to their destinations.

Phrases and product pairings include "Make a statement with the most care" with a jar of Sublimage cream below and "Long live love and water," which shares an ad unit with Chanel's N 5 L'Eau fragrance. Others read "Call things by their name," "Take things in hand" and "Makeup your weaknesses (never your emotions)" ([see story](#)).

Well, well, well

The wellness sector is on a similar growth trajectory to the luxury industry, according to Euromonitor.

Both saw low single digit growth from 2011 to 2016, but through 2020, luxury goods are projected to rise 16 percent to \$450 billion while health-focused spending is expected to increase by 17 percent, reaching \$833 billion.

Among affluents earning at least \$150,000 a year, millennials are more apt to associate health with eating habits and exercising when compared to baby boomers and Gen X-ers. Euromonitor points out that this younger generation is the driving force behind the trend toward wellness ([see story](#)).

"Health and wellness has increased in popularity in recent years and many New Year's resolutions are focused on these priorities," Boston Retail Partners' Mr. Naumann said.

"The first few months of the year is the best time to appeal to customers' interest in improving their health," he said. "While health and wellness is not a priority for everyone, it is extremely popular for upscale consumers and luxury brands."

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.