

MARKETING

Nothing creates a memory better than a luxury good: Rimowa CEO

April 19, 2018



Rimowa x Supreme luggage. Image credit: LVMH

By BRIELLE JAEKEL

LISBON, Portugal Millennials are known to be experience driven, always looking for the most exciting activity to share on social media. But the value of having ownership over a luxury product can be an experience itself.

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

During Cond Nast's International Luxury Conference on April 18, the co-CEO of Rimowa said he believes that while millennials are interested in experiences, it is not the only value that drives them. The pull of a luxury product, which has a story and experience itself, could be enough to attract the aging millennial group.

"With the new century we have witnessed the rise of a new generation," said Alexandre Arnault, co-CEO of **Rimowa**. "We've all heard it many times, millennials are the ones shaping the consumption of tomorrow.

"While this might be true across many industries, I think it has taken a lot more time to come to luxury," he said.

Millennials and luxury

During the session "A New Generation on the Move," the executive explained that the luxury business has taken some time to be embraced by millennials.

This could be because this generation would rather have an experience than a good, but it could also just be because of the price point while they were still too young.



The CEO speaks at Cond Nast International Luxury Conference. Image credit: Cond Nast.

But now that they are coming of age, members of this group are prime candidates to become luxury consumers.

The retail landscape is changing and younger consumers do not want the same things as their predecessors. This could be a threat to the luxury industry, as many experts say, but high-end products will always be a staple of the retail industry.

Marketers need to realize that this is simply a new world. They should remember that these consumers see value in things they can take a picture of and share on their social media pages.



Luxury goods can be an experience. Image credit: Cond Nast.

Brands can make their products a shareable but yet tangible memory.

Additional insight

Luxury marketing's shift toward millennials, as well as ethical and sustainable living, is creating a space for high-end wellness brands and experiences to flourish.

Speaking at Luxury FirstLook 2018: Exclusivity Redefined on Jan. 17, an analyst from Euromonitor spoke about the ways that the luxury industry has sought to monetize health and fitness as well as the factors that have shaped the market's reception to those efforts. A common theme was that experiential luxury has led more consumers to value luxury brands that can make them healthier and happier ([see more](#)).

The growth of consignment sales in luxury may seem threatening to high-end brands, but the founder of Spark Ideas explained that this will be the sector's saving grace.

During the panel "Who is buying luxury and why?" at Luxury Daily's Luxury FirstLook 2018: Exclusivity Redefined on Jan. 17, Spark Ideas' CEO explained that the return of the family heirloom tradition and online consignment will save the luxury business, as millennials seem to be less enthused with high price points. Another panelist stressed that while the millennial is the future of retail, that time has not yet come and luxury brands need to work on appealing to both baby boomers and their younger cohorts ([see more](#)).

"Nothing creates a memory better than a diamond," Mr. Arnault said. "Nothing celebrates our happiness better than Champagne.

"Every generation is seeking a more intense life than the previous one," he said. "The lasting quality of luxury things is something that will last forever."

© 2020 Napean LLC. All rights reserved.

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