

MARKETING

## Consumers seeking tech, restorative options in luxury: report

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*Extended stays also have maintained appeal, with spas and resorts offering services for consumers looking to decompress due to the stressful landscape of COVID-19 and beyond. Image credit: Wunderman Thompson*

By KATIE TAMOLA

The future of luxury is innovative and continues to hold a sustainability focus, according to new findings from Wunderman Thompson.

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According to Wunderman Thompson's [The Future 100:2022](#) report, affluent consumers are looking beyond typical outlets and procedures, opting for more experiential and unique opportunities in the new year. Consumers continue seeking thoughtful travel stays, sustainable options, impressive digital features and more.

"Moving forward, expect to see a continued recalibration of the luxury industry around mental and physical health and wellbeing," said Emily Safian-Demers, editor at [Wunderman Thompson Intelligence](#).

### Meaningful reset

Several consumers are no longer designing vacation agendas with a simple day at the pool in mind.

Luxury hotels and resorts are rising to the occasion, expanding their wellness and restorative offerings to include amenities like thermal body mapping, sleep coaches and hypnotherapy. Brands are also investing in concepts like workshops, smart mattresses and additional amenities to help travelers have a most peaceful experience.

Extended stays also have maintained appeal, with spas and resorts offering services for consumers looking to decompress due to the stressful landscape of COVID-19 and beyond. This is reflective of many travelers' desires to seek not just physical escapes but mental rejuvenation as well.



*Sustainability has become a top priority for many consumers. Image credit: Matthew Smith*

Two travel destinations lauded for their sustainable practices are Ljubljana, Slovenia and Xishuangbanna, China. Experts anticipate more buzz around these destinations.

Ljubljana has more than 542 square meters of public green space per capita and more than 200 kilometers of bike paths, as Slovenia is globally recognized for its impressive tourism industry rooted in sustainability.

Xishuangbanna is also known for its ongoing commitment to sustainable tourism practices, which has various botanical and ecological features.

Consumers continue seeking sustainability across all luxury sectors, from travel to automotive and beyond.

Wunderman Thompson data reported that 79 percent of global consumers say they are interested in tips and advice from brands on how to live more sustainably.

With this, brands are responding.

In 2020, online retailer Farfetch furthered its push towards sustainability by unveiling a set of 2030 goals as part of its "Positively Farfetch" strategy.

The 10-year plan emphasizes key areas, including Farfetch's carbon footprint, circular fashion and inclusivity. A growing number of luxury brands and retailers are being more transparent about their sustainability efforts, to varying degrees of success ([see story](#)).

Last August, British automaker Bentley Motors was recognized for its sustainability commitments as the first automotive member of the Leather Working Group (LWG).

Bentley joined 1,300 members of the network, including LVMH, Adidas and more. This is the automaker's latest step on its Beyond100 journey towards enhancing the environmental sustainability of its products and materials ([see story](#)).

#### Digital world

Digital assets from cryptocurrency and NFTs to gaming collaborations have made quite the splash in the luxury space. Wunderman Thompson found that consumers are increasingly seeking digital property, as for many, virtual ownership elicits the same feeling of owning physical luxury products.

Italian fashion house Gucci and digital collectibles creator Superplastic recently unveiled a new limited-edition series of CryptoJanky NFTs and handmade ceramic sculptures.



*The popularity of NFTs is rampant, with celebrities, brands and more delving into the space. Image credit: Wundeman Thompson*

The three-part "SuperGucci" series features an offering of 10 exclusive NFTs, each accompanied by a ceramic sculpture designed by the two brands and handmade in Italy. The collectibles will go on sale Feb. 1 ([see story](#)).

Digital assets have seen their market value surpass \$2 trillion and are primed for more growth and regulations, according to Bank of America.

Per Bank of America Global Research's "Digital Assets Primer," the digital asset ecosystem will be changing rapidly as it becomes more mainstream and investors look to cash in. The sector continues to grow in diverse categories, from wallets and custody services to cryptocurrency trading, cryptocurrency mining, merchant services and infrastructure and development ([see story](#)).

"While the appetite for luxury goods and services is rebounding after dropping off at the onset of the pandemic, the last two years have fundamentally restructured the luxury consumer's priorities," Ms. Safian-Demers said. "Case in point: many of this year's luxury trends revolve around health, reflecting a growing consumer desire for high-end, bespoke and next-gen services that boost wellbeing."

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