**Beat: Lifestyle**

# RETHINKING LUXURY IN THE AGE OF CUSTOMER EXPERIENCE

**LUXURY IN 2025 & BEYOND**

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**USPA NEWS -** In 2025, Luxury is no Longer defined Solely by the Refinement of Objects, but by the Quality of the Emotions it evokes. Far from the Clichés that associate it with a Static Universe, Luxury now reflects a Society in Motion, One made up of Curious, demanding Individuals in search of Meaningful Experiences...

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It is in this Spirit that Luxus+ partnered with Sociovision (Ifop Group) to conduct an Ambitious International Study among 4,535 Luxury Consumers across Seven Key Markets: France, the United Kingdom, Spain, Germany, the United States, China, and Japan. The goal? To take the Pulse of a Global Clientele whose Motivations evolve in Step with Cultural, Technological, and Social Transformations.

- Five Drivers Defining Luxury Today
Behind Every Purchase lies Intention, Major Forces shaping Contemporary Luxury:

* Status - demonstrating Success and standing out Socially.
* Inspiration - nurturing One's Creativity and Personal Identity.
* Escapism - offering a Timeless Break from Everyday Life.
* Reward - treating Oneself and celebrating Achievements.
* Investment - valuing Quality, Durability, and Long-Term Worth.

- These Five Motivations represent as Many Gateways into a Multifaceted Luxury - at once a Symbol of Success, a Source of Creativity, a Promise of Pleasure, and a Guarantee of Lasting Value.

Five Profiles, Five Ways of Dreaming About Luxury. Luxury Clients are No Longer a Single, Homogeneous Group. Five Key Profiles emerge:

* Connoisseurs (19%).
Experts devoted to Craftsmanship, Transmission, and Mastery of Know-How.
* Status Seekers (18%) - those who view Luxury as an Affirmation of Self and Social Success.
* Hedonists (23%) - for whom luxury is Both a Reward and a Source of Renewal in an Often Hectic Daily Life.

Who seek, Above All, Emotion and Escape:
* Dreamers (18%).
* Creatives (22%) - Young, Curious Individuals driven by Inspiration and a Desire for Uniqueness.

- A Clear Trend emerges: Luxury Today is Experienced more than it is Owned. Hedonists and Creatives now dominate the Luxury Landscape, shaping a Vision that is Increasingly Sensory, Mobile, and Emotional.

- Product or Experience: A Shifting Balance. While 54% of Clients still favor pPoducts, 46% Now prefer Experiences.

- The Act of Purchase is No Longer defined by Ownership but by a Quest for Emotion, Memory, and Connection.

- Younger Generations are inventing a More Fluid Form of Luxury, One where Travel, Gastronomy, and Creativity carry as Much Prestige as an Iconic Handbag.

- Three Challenges for the Future. In a World marked by Crisis, Three Major Challenges lie ahead:

* Reinstating the Value of Physical Experience in the Digital Age—Clients remain Deeply attached to Human Interaction, Expertise, and Sensory Engagement.
* Embedding Ethics and Sustainability at the Heart of Brand Storytelling—Environmental and Social Responsibility are now Image Pillars, championed by Younger Generations.
* Integrating Artificial Intelligence – already used by 67% of Luxury Consumers, AI is seen as a Useful Tool for Information, Advice, and Customer Relations.

- Today, Luxury No Longer seeks Merely to seduce – It seeks to connect. Between Heritage and Innovation, it moves Forward with Quiet Confidence toward a Horizon where Experience has become a Defining Characteristic of Prestige.

- We are Currently experiencing a Period of Exceptional Growth. After Years of Exceptional Growth, the Sector now faces New Challenges: Economic Slowdown, Protectionist Shifts, increasingly Demanding Clients, the Growing Influence of Younger Generations, and a Technological Revolution driven by the Explosion of Data and Artificial Intelligence.

- This Survey identifies Five Key Consumer Profiles and offers Insights into their Deeper Aspirations. Behind the Data emerges a Major Trend: the Desire to build Long-Term Relationships with Brands, placing Greater Value than ever on Service, and seeking Authentic Emotions in a World Increasingly dominated by Digital Interfaces.

- The Results show that Luxury Audiences are Diverse, and that for Any Brand Today, understanding their Precise Motivations is Essential. The Types of Experiences valued Vary Depending on whether One seeks Pleasure, Reward, or Inspiration in Life; cultivates Expertise as a Connoisseur; asserts Social Status; or pursues a Form of Escapism from Reality.

- November 18, 2025 - Program:

* From Experience to Brand Excellence: How are Practices evolving?
In luxury Today, Client Experience has become the New Face of Brand Excellence. It is where Innovation, Craftsmanship, and Design come Together to create Meaningful and Memorable Encounters.
Estelle Dinh (Attixs Global Collection S.A.)
Bertrand Petyt (SKAL International and Orient Express Sailing Yachts)
Ariane Berger (Ateliers Berger)
Caroline Pannhasiri (Gemmyo)
Moderator: Maud Lagarde (Formerly LVMH)

* Keynote: Luxury Brands, Client Experience and Education in Partnership with ISG Luxury Program
Luxury is no Longer just about the Product, but about the Experience. Luxury Brands are now looking for Professionals capable of Understanding, Imagining, and Creating these Experiences in an International Context.
Véronique Lepinay (ISG Luxury Program)

* The Role of Technology in orchestrating Unified Commerce and strengthening Customer Loyalty.
Technology now plays a Central Role in unifying Commerce for Luxury Houses and helping Teams improve Customer Loyalty. A challenge remains, ensuring that Human Connection is at the Center of Digital Innovation Strategies.
Tony Pinville (Entrepreneur and AI expert)
Pascal Malotti (Valtech)
Capucine Jourde (Louis Vuitton)
Stanislas Vignon (LVMH)
Moderator: Maud Lagarde (Former LVMH)

* Keynote: Emotion and Customer Experience Through Packaging
Noura Moussa (Marketing Director Paris Packaging Week)
Christelle Anya (Content & Community Director Paris Packaging Week)
Julien Lefevre (Founder Tote Bags)

* Fireside Chat

Delphyne Dabezies (Akanjo, Acipenser, Rova Caviar, Kasnodar Caviar, Asoan Ethic)

Source: "Rethinking Luxury In The Age Of Customer Experience" Event
Organized by the Luxus+ Club in partnership with IFOP, ISG Luxury Program and Valtech.
LUXperience(S) bring together luxury and lifestyle professionals.
On November 18, 2025 @ Morning Concorde (Hôtel de la Marine) in Paris

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