

SECTIONS

SUBSCRIBE NOW

f t in p g+ i s CAREERS CLASSIFIEDS SUBSCRIBE LOG IN

FASHION

TRENDS FASHION FEATURES FASHION SCOOPS **DESIGNER AND LUXURY** READY-TO-WEAR AND SPORTSWEAR TEXTILES
INTIMATES AND ACTIVEWEAR DENIM COUTURE THEY ARE WEARING

wwd fashion news

designer luxury



email



facebook



twitter



April 25, 2016

Think Tank: Why Millennials Are the Future of Luxury

By Gabrielle Rein



Luxury brands are setting their sights on Millennials.

Shutterstock / BigLike Images

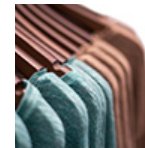
A- A A+

PRINT

LATEST DESIGNER AND LUXURY ARTICLES

Millennials are the future of brands.

Every smart brand is targeting Millennials, so why should it be any different in the luxury space? Millennials include anyone born between the early Eighties, an era predating cell phones, and the early 2000s, the Internet age. Although there was an epic jump in technology during those 20 years, most Millennials have one thing in common — a disruptive mind-set. They are a free-thinking, individualistic

**WWD**
Because fashion
is your business.

JUST IN

LATEST ISSUE [VIEW](#) / [DOWNLOAD](#)THEY ARE WEARING: SHANGHAI FASHION WEEK
FALL 2016[MORE](#)

LATEST FASHION ARTICLES



DESIGNER AND LUXURY

British Label 1205 Launches E-commerce Site



DESIGNER AND LUXURY

Fashion Week Mexico Sees New Partnerships, Locations



DESIGNER AND LUXURY

Alber Elbaz Removed From Lanvin Board

MORE ARTICLES BY **Gabrielle Rein**

generation that's over 80 million strong.

By 2035, Millennials will have the potential to become the largest spending generation in history, according to the white paper, "Five Luxe Trends for 2015" by marketing expert Pam Danziger. Millennials' influence will be felt by 2020 as the oldest Millennials (let's call them "Millennial+") are beginning to enter their peak earning years and will have disposable income for luxury experiences. We can expect this shift to continue as more Millennials become Millennial+.

Millennials have redefined the term luxury. Luxury no longer refers exclusively to expensive bags, shoes and watches. It now includes experiences like farm-to-table dining and "über-luxe" travel. Millennials prefer experiences to things. Fashion brands are blurring the lines between luxury items and experiences. Luxury shopping is an experience, that's the whole point. Digital platforms are creating new, interactive experiences every minute.

This year, Instagram is taking the fashion world by storm. According to digital marketing research there has been a 400 percent increase from last year in the Instagram posts of fashion brands. Designers are focused on giving Instagram influencers special treatment and access to their shows and collections. They are trying to make them fall in love.

Luxury: It's a Love Story

It's all about falling in love; you just need enough people to fall in love with enough things. As new fans fall in love with a brand we need them to covet the brand's products and believe in the brand promise. In luxury they need to have a dream, a desire — something to aspire to.

As a young brand fan's loyalty deepens and his or her taste develops, that customer can grow into a brand and start to make larger purchases. For example, a Millennial may purchase a Burberry fragrance as her first signature scent, a scarf in college, and a trenchcoat when she gets her first big bonus at work. The relationship with the brand only strengthens with each purchase and branded experience. The goal is to get ordinary people to crave extraordinary things so that when they grow up and make it big, that extraordinary purchase will be their everyday.

Power Millennials like Cara Delevingne and Gigi Hadid are on top of the pop culture world and making a huge splash in fashion. They are style icons featured in all the hottest runway shows and campaigns. These women have influence over Millennials, and they are drawing them into luxury brands. So what brands are poised to win them over?

#LOVELUX

Both Louis Vuitton and Burberry are top contenders for Millennial fans. These brands

READY-TO-WEAR AND SPORTSWEAR

Joe's Blackbook Holds Annual Design Competition

FASHION SCOOPS

Natalie Massenet, Mark Sebba, Carmen Busquets Among Investors in Flower Delivery Start-up

THEY ARE WEARING

They Are Wearing: Shanghai Fashion Week Fall 2016

FASHION SCOOPS

They Are Wearing: Shanghai Fashion Week Fall 2016

They Are Wearing: Hyères Festival

They Are Wearing: Coachella 2016

MORE STREET

FROM AROUND THE WEB

are huge, global powerhouses. They have celebrity ties and incorporate hot names into their marketing regularly; they know how to speak to Millennials. For example, Louis Vuitton is featuring a pink-haired video game character from “Final Fantasy” in its spring campaign. Nicolas Ghesquière posted a teaser of the series in December on Instagram.

Lightning, the powerful female character chosen, is one of Final Fantasy’s main protagonists and has millions of devoted gaming fans worldwide. Ghesquière says: “She is the symbol of new pictorial processes. How can you create an image that goes beyond the classic principles of photography and design? Lightning heralds a new era of expression.” Lightning has commented since the launch of the campaign, saying she “feels nothing but pride” in an exclusive Q&A released to The Telegraph by Louis Vuitton.

Both Burberry and Louis Vuitton have a wide variety of products in the hundred-dollar price range all the way up to the thousands of dollars range. A fan can engage the brand on multiple levels with multiple experiences throughout their lifetime. These brands are not afraid of innovation. They will collaborate and adapt to draw excitement from customers and create the unexpected.

In 2015, Burberry collaborated with Apple to create an exclusive curated channel on Apple Music to engage fans in the digital space. Christopher Bailey, Burberry’s chief creative officer, described the collaboration with Apple on the project as a “celebration” of their relationship as well as a “shared foundation” between the two brands in regard to design. Burberry’s Apple Music channel features music from the Burberry Acoustic initiative, a program that gives a voice to up and coming artists, according to reports.

The channel incorporates exclusive video footage, content, playlists, and individual tracks. Some of their current playlists include Burberry Celebrates Elton John and Live From The Burberry Runway. Elton John starred in the Burberry festive campaign and now the Apple Music platform allows fans of the campaign and brand to take the experience a step further. The Burberry Runway playlist is all of the songs from the latest fashion show. How cool is that?

The luxury brands that will capture the minds of Millennials will have authentic, original content. They will not be afraid to play in the digital space and appeal to independent thinkers in new and interesting ways. They will be the arbiters of cool and make unexpected connections. If Millennials are the future, luxury brands need to rise to the challenge, and embrace them.

Gabrielle Rein is cofounder and creative director of Viceroy Creative, a boutique creative, design and marketing agency based in New York.

Want to check out all of our exclusive content? Activate your WWD.com **FREE PREVIEW** now.

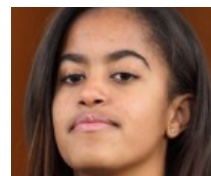
SUBSCRIBE

f Share this article

t Tweet this article

Comment Now

From the Web



Malia Obama's
Gorgeous Style
Transformation



Hollywood's One Trick
to Being Photogenic



10 Style Errors That
Make You Look Older



7 Habits of Highly
Stylish People

MOST POPULAR COMMENTED

‘Shuffle Along’ Star Joshua Henry Talks
Returning to Broadway and Competing
With ‘Hamilton’

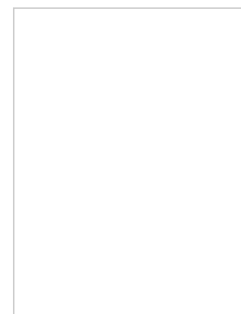
Model Call: Charlee Fraser, Fall’s
Indigenous Australian Star

Face Time With Mark Werts

Beauty in Spotlight at Fashion Law
Institute Symposium

Five Minutes With Alexa Chung: Fashion
Apps, Social Media and Her Hatred of
‘Cliques-y’ Coachella Fashion

LATEST PUBLICATIONS



WWD
04/20/2016
READ NOW

DOWNLOAD THE PDF



WWD
04/13/2016
READ NOW

DOWNLOAD THE PDF

[VIEW ALL PUBLICATIONS](#)



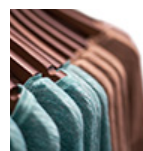
Trying to Lose Weight? Eat These 9 Things
Interesticle



So Overpriced: Goodbye Lululemon! The New Site We're Getting All Our Workout
The Fabletics Blog



Celeb Moms—Where Are They Now?
mom.me



WWD
Because fashion
is your business.



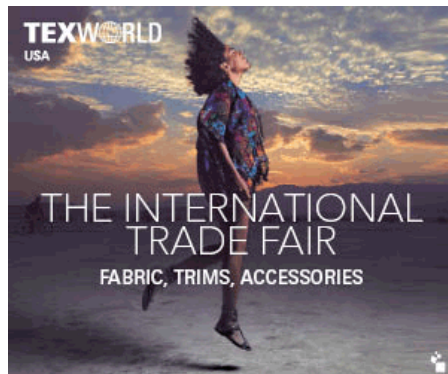
The Before and After Photos of 10 Celebs Who Clearly Have Fake Teeth
Interesticle



Donald Trump's Children Lead Lives You Wouldn't Believe
LifeDaily



What's the Common Trait of Highly Successful Investors
TheStreet



YOU MAY ALSO LIKE

Angelina Jolie Pitt's New Go-To Travel Shoe Is Surprisingly Affordable
Vogue

Brand New Glasses You Can't Live Without This Summer
Warby Parker

When She Found Out Why Everyone Was Staring...
FunnyGov.com

The Everything Shirt: Why Our Editors are Loving It [Photos]
OpenSky

5 Easy Steps to Build a Minimalist Wardrobe
Blog / Need Supply Co.

Editor's Pick: Why These Slimming Leggings Are Selling Out Everywhere
OpenSky

MORE FROM WWD

Young Royals Launch Mental Health Awareness Initiative

They Are Wearing: Coachella 2016

Osklen Shoots Ad Campaign on iPhone

Charlotte Olympia Teams with Bodyism on Activewear Line

Laure Hériard Dubreuil Kicks Off FIAF Creative Leaders Series

Istituto Marangoni in London Launches Scholarship Campaign

Recommended by

ADD A COMMENT

Sign in using your Facebook or Twitter account, or simply type your comment below as a guest by entering your email and name. Your email address will not be shared. Please note that WWD reserves the right to remove profane, distasteful or otherwise inappropriate language.

Sponsored

OXFORD CLUB

Like Bush Refunds Again?

2001, Bush gave Americans \$300 to \$600 checks. Now Obama is giving out cash again, Claim now:

[Learn More](#)

