

Future of Luxury

THE LUXURY PLATFORM



Luxury Platform International Fact-Sheet

Global Web Platform Realization

❑ **History** Founded 2011 in The Netherlands

❑ **Locations** Dreumel

❑ **Network** Core Team
Management
in global hotspots

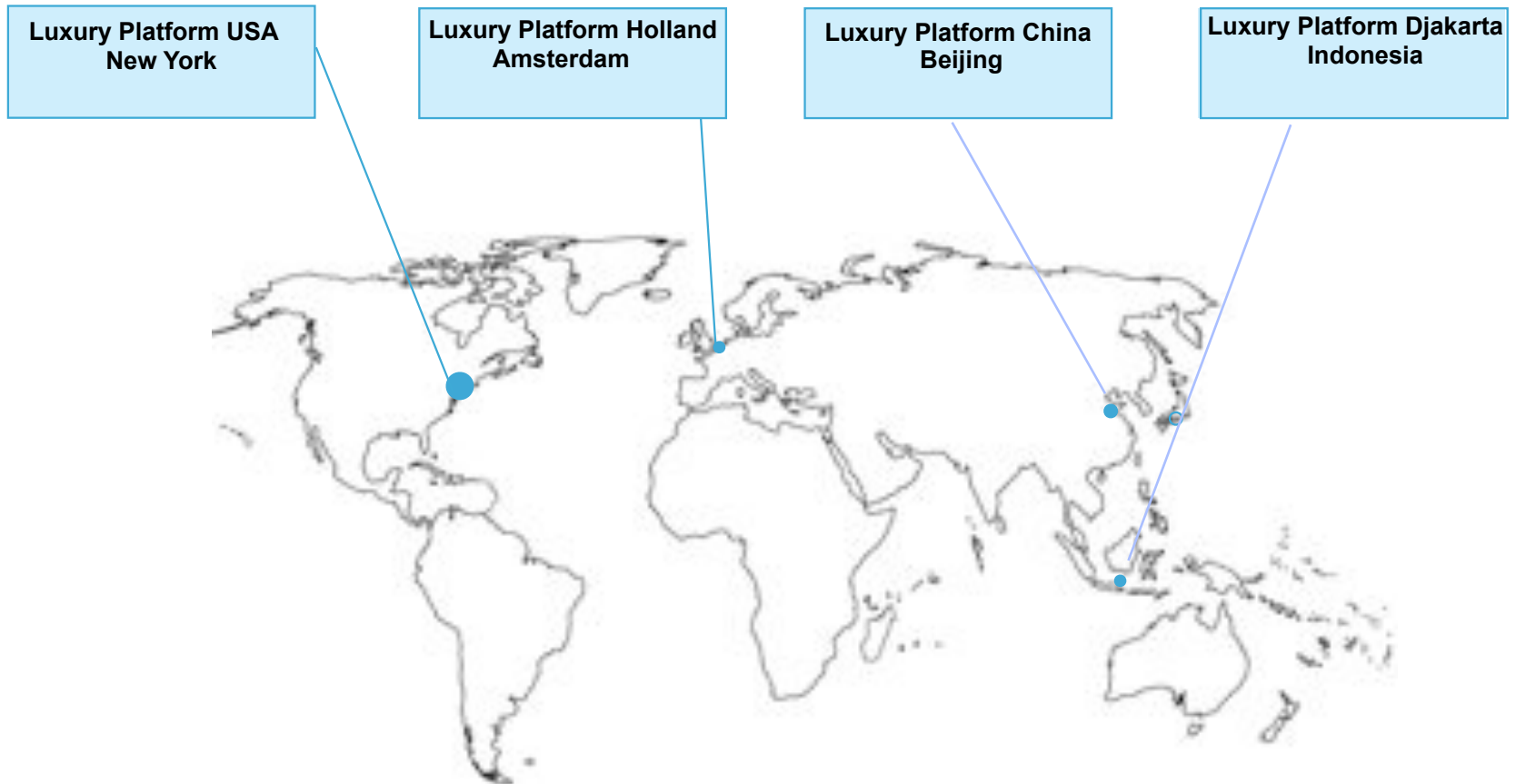
❑ **Focus** Global Realization

❑ **Topics** Marketing, Niche market, exclusive products, Rich Consumer, Lifestyle



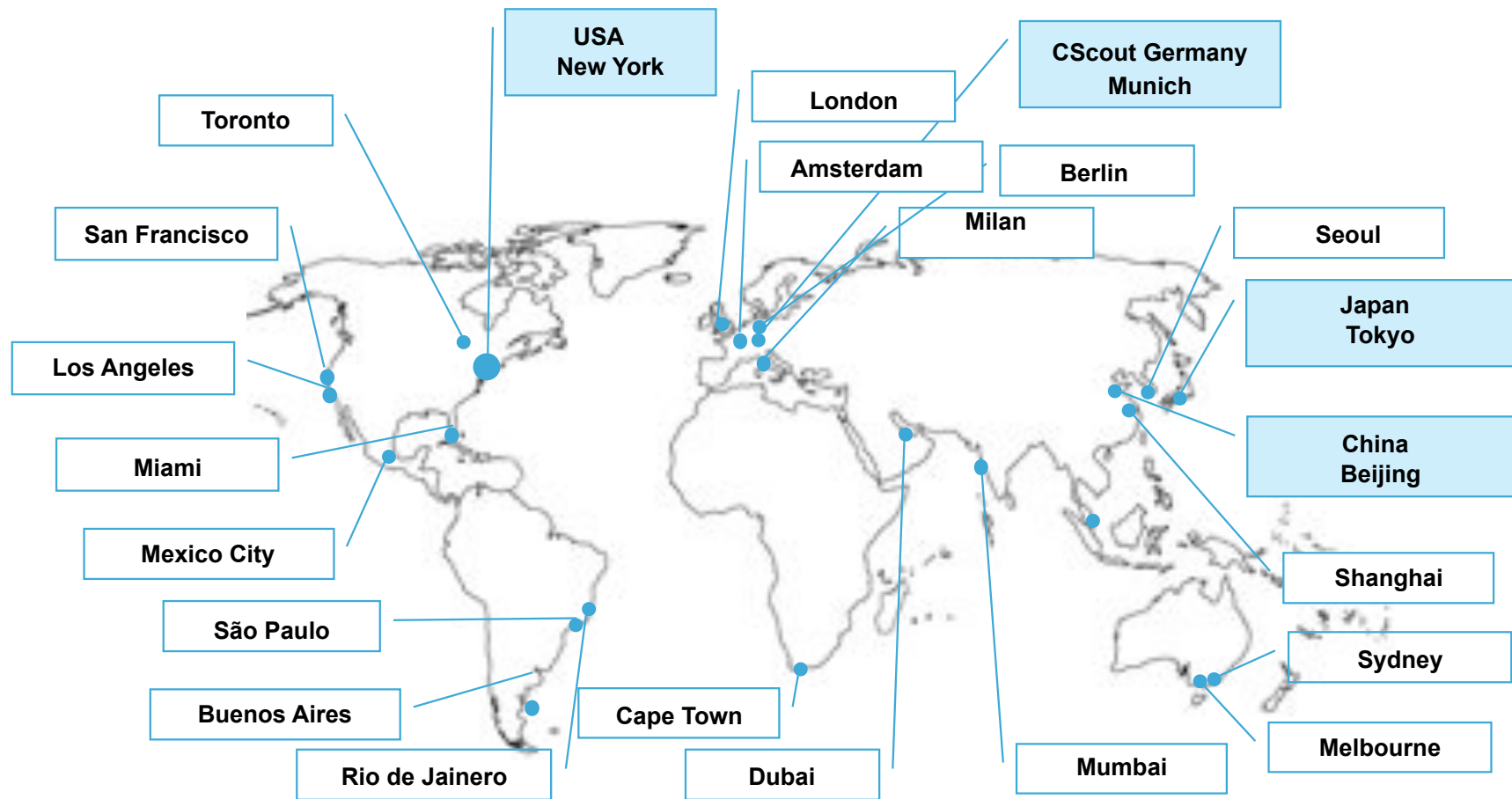
Luxury Platform International Fact-Sheet

Future Global Offices



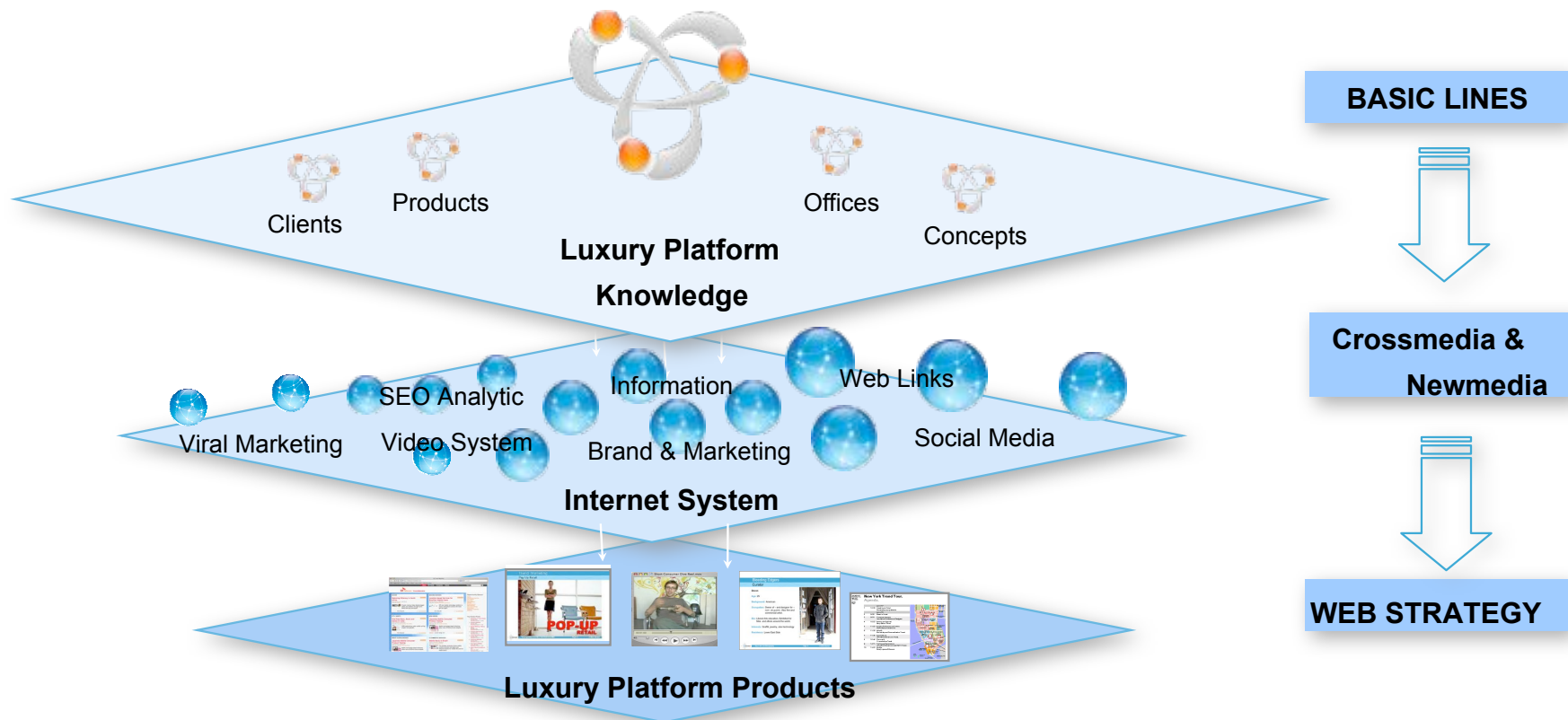
Luxury Platform Office Overview Example 2017-2025

Global International Web Network



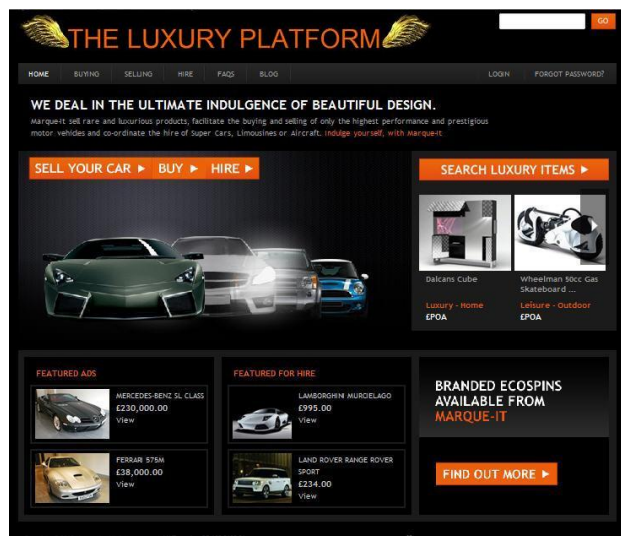
Luxury Platform Methodology

Basic Filter: 3 Layers of Analysis



Luxury Platform Products - Innovation System

Global Web Technology

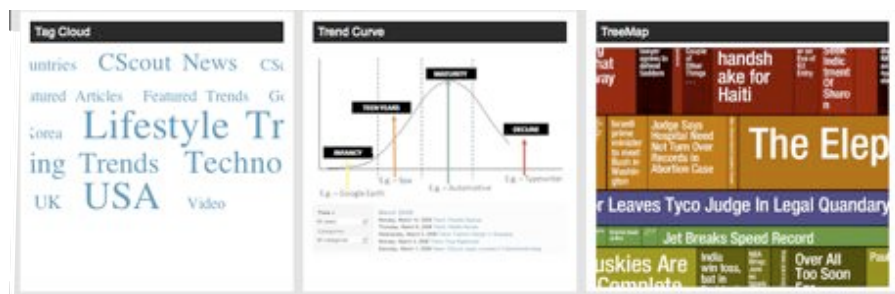


Highlights:

- The first Web 3.0 business application focusing on products
- Interactive functionalities, Easy Search, User friendly, Rating, Top Rated Posts, Text, Photo & Video, Comment Box, News & Trend Ticker.....
- Luxury Platform Dashboard, Client Access
- Collaborative & participative communication platform

Content:

- Trendpool offers up-to-date, selected and structured knowledge sources for in – depth understanding of todays trends
- *Focus:* Niche Costumer specific or product item
- Meta-, Macro- & Micro-Trends
- Global Input
- Knowledge Pool: International Expertise, Consumer Research
- Daily Update



10 META TRENDS & how they shape





Urbanization

By 2030, three out of five people will live in cities. This massive urbanization of the world will pose more than an urban planning problem – it will also shape the future of politics, environmental policies, and economic models. New urban economic realities will require strong action and organization from municipal governments, while networked urban and suburban areas will demand smart energy and mobility infrastructure. All these challenges must be faced with an eye towards environmental protection and sustainability.

*...tomorrow's
Life*

urban luxury



Unused Spaces - Loft Cube

Designed by Werner Aisslinger in Berlin, Germany, the Loft Cube is a mobile, compact pod home that can be installed on the unused rooftops of skyscrapers. The concept is minimalistic in overall design, and is targeted at more transient populations. But the beauty of such simplicity is clear, and the utility is positively undeniable. By reclaiming the unused real estate atop city skylines, the creators of the Loft Cube are providing a revolutionary housing option for people interested in owning or renting within major city centers.



Urban Lifestyle - Pop Up Restaurants in Hyde Park

Guests visiting London's Mandarin Oriental hotel at any other time of the year will miss out on the hotel's latest dining experience: a brand-new outdoor restaurant that's open only in the summer. On hot summer days, a Terrace Butler is on hand with a selection of sunscreens, cooling iced towels, water sprays and a sunglasses cleaning service. Guests can also borrow designer sunglasses—including children's sizes—along with hand-held Mandarin fans, soft pashmina shawls, books from the hotel's Vintage Classics library, and a selection of magazines and newspapers.



Sustainability

Rising gas prices, warnings of the forthcoming climate crisis, and frequent catastrophes like the wildfires in Alaska or hurricane Katrina increase the importance of ecological values. Groups and individuals – throughout all social classes – are developing strategies of dealing with this new awareness and how to do their part to protect the earth. Reducing consumption and increasing clean energy are all receiving more investment and consumer interest.

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sustainable luxury



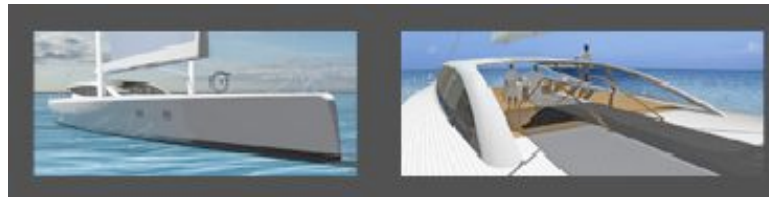
Beware Land - Doug Tompkins buys Darwins green desert

In 1990, the West Coast millionaire Doug Tompkins landed his small plane in a remote fjord in the Palena region, at the northern limit of Chilean Patagonia. Pumalin is a long-term project. Its ultimate goal is a change in consciousness on a global level. By allowing visitors into the park, and facilitating their contact with the wilds, Tompkins hopes to contribute to that cultural sea-change. It's a tall order, but one which Tompkins obviously has no fears of taking.



Create Land - Sustainable City of Abu Dhabi

WWF and the government of Abu Dhabi today launched a Sustainability Strategy to deliver the world's greenest city. Masdar City will be the - LongTerm - first zero-carbon, zero-waste, car-free city, meeting or exceeding a set of stringent sustainability goals established under the "One Planet Living™"



Being free - Luxury Yachts go Green - Green Jet concept yacht (Slovenia)

Designer Erik Sifrer has created a concept mega yacht called the "Green Jet" that combines the latest in luxury and sustainable technology. The 187-foot vessel runs both on wind and hydrogen power - to fully harness wind power the yacht has two automated aero-sail systems that can be controlled by touchscreen. This system, along with an onboard computer will determine the best position of the sail for maximum propulsion, and enable the Green Jet to minimize engine use.



Smart Life

Our lives are becoming increasingly digitized - from the ways we communicate, to our entertainment media, to our e-commerce transactions, to our web research. As storage becomes cheaper and data flow become faster, we are doing more and more online - and in the process, saving a record of our digital lives, whether we like it or not. For better or worse, mobile and net-based communications have simultaneously sped up and shrunk the globe.

*... tomorrow's
Life*

smart luxury



Smart and Luxurious transport - Tesla

At the core of Tesla Motors is the belief that an electric car need not be a driving sacrifice. We have brought the best of the automotive and technology worlds together to permanently bury the image of an electric car as a step backwards in performance, efficiency, or design. Our key technology is the 100% electric powertrain, which propels us in the present and simultaneously establishes a foundation for our future models. We set out to forever alter perceptions of electric vehicles and to make electric cars a viable alternative. We have produced a car that is at once beautiful and exciting to drive, along with being the most efficient production automobile on the planet.



Smart Communication - Interactive Mirror

IconNicholson's Social Retailing(SM) concept, first unveiled at the National Retail Federation's (NRF) BIG show at the Javits Center in New York City in January 2017, answers the question that retailers are pondering for the future of their business: How do you engage the digi-savvy audience in a cool and unique way while expanding your retail sales and reach? One of the key technologies behind Social Retailing(SM) - Near Field Communication - further serves to help retailers monitor inventory in real time and collect data that provides valuable insight into customer mindsets, behaviors and evolving needs.

A silhouette of a person in a running pose, captured against a blurred background of city lights at night. The person is running from left to right, with their arms and legs in motion. The background shows a city skyline with numerous lights, creating a bokeh effect.

Global Nomadism

Globalization has reshaped our sense of self and home. People are more multicultural and mobile than ever before, and national borders hold less meaning. Today's global nomads often split their time between different cities and countries, relying on new innovations in communication technology to stay connected to their family and business partners. They may travel for a few days or set up long term residencies in their new lands. New transportation options allow them to reach all corners of the world.

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Life*

luxury for nomads



Be flexible and smart - Jet Suite

Time-share jet ownership, where people buy a portion of time in which they can enjoy use of a private jet, is a relatively well-known concept. JetSuite has flipped this jet-share owning model on its head, proposing that the owner buy the jet, the whole jet, up front, with the guarantee that the jet will earn back money when it is not needed. Through JetSuite's ownership programme, the owner enjoys the luxury and convenience of having their own jet while JetSuite takes care of hassles such as maintenance, regulatory compliance, facilities, staff training and so on. When the owner does not need the jet, JetSuite will charter it out. They guarantee the owner a minimum monthly revenue of USD 25000.



Taking everything with you - Private Airport Garages

A Colorado company has carved out a new niche in the growing market: Airport Garages sells units near airports in towns with high numbers of second homes. Their first facilities opened in Vail, Colorado. Owners can park their car in the garage while they're away, providing a secure haven for their vehicle and ensuring they'll be able to drive straight from the airport to their ski chalet. The units also have plenty of storage space for skis, jet skis and other toys. In addition, benefits include automobile services — car starting, tire and battery maintenance, oil changes, etc — and use of a private clubhouse.



Individualization

Mass customization – the desire for companies to satisfy the needs of individual consumers while reaching and maintaining a large market without increasing costs – is driven by business imperatives. Individualization is often more of a consumer driven phenomenon: the ability to express personality by choosing which features and decorative styles are built into desired products and services.

*... tomorrow's
society*

individual luxury



Shared Individualism - have your own conscious product lines

Stelle McCarney's new certified 100 % organic care is just another example to show that organic does not mean compromising on luxury and aesthetics. The same with JO WOODS ORGANICS. The care line of the Wife of Rolling Stone Ronnie is not only organic. It is also both glamorous and utterly luxurious. At least both provide their personal, individual attitude as a luxury product.



Indulgent Individualism - Make your own Vine Line

Two years ago Crushpad, this state-of-the-art urban winery was already making its mark by providing the grapes, equipment, barrels and know-how—all the essentials—to aspiring wine enthusiasts who wanted the experience of creating their own ultra-premium cabernets, merlots or other fine wines, but didn't have the luxury of owning their own vineyards. Customers who were unable to visit the San Francisco-based facility in person could design their wines remotely, using grape harvests from some of Napa Valley's finest vineyards, and monitor their wine's progress online. With a customer base now numbering in the thousands, Crushpad is not only still going strong, but has expanded its offerings to include resources for those who want to capitalize on their winemaking experiences by launching their own brands.

A young woman with dark hair is in a laboratory, looking at a piece of glassware. The title 'Educated Consumer' is overlaid on the image.

Educated Consumer

With increased access to information and communication, today's consumer is more discerning than in the past, and have higher expectations from the products and services they use. Due to mass adoption and development of the Internet, people have access to more information than at any other point in history. Industries are realizing that educated consumers can do their own product research, and easily compare competing services against each other.

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Life*

luxury and educated consumers



Gewusst wie: Luxury Sharing Hotel - Guest invest, London

UK based Guest Invest, who offer individuals the opportunity to own a fully managed, luxury London hotel room, ranging in price from GBP 140.000 - 300.000 (USD 243-520K / EUR 204-436K) for a 999 year lease. The revenue is split between the individual and Guest Invest, and owners enjoy the added benefit of being able to stay in their own room for a maximum of 52 nights a year for a small fee.



Gewusst wie: Luxury Sharing Castle - ShareCastle LLC

As the real estate market continues shaking out nationally, investors thinking out of the box are looking to gain from the turnaround by joining with like-minded buyers on luxury condos. Fractional ownership allows a group of investors to buy a property and use it for a predetermined period," reports The Daily News, "From one to two months depending on the number of investors in the group -- and also to share maintenance costs.



Gewusst wo: Luxury Goods online - Savorique.com

Savorique.com actively source Imported and Regional Artisan Foods to bring you the best in their category. You can count on all natural products, no artificial ingredients, additives or preservatives for that splendid gift or personal indulgence.



Aging



The United Nations forecasts that the world population of people 65 and over, currently at 472 million, will reach 598 million by 2015 and 823 million by 2025. A quarter of Japan's population will be 65 years or older by 2018. Almost every third citizen in Germany is a “best-ager” (50 or older). In the US, by 2020, adults 45 and older will outspend younger adults by \$1 trillion (\$2.6-\$1.6 trillion). The generation in their prime will soon have to care for this growing demographic of older people. This will demand new solutions for elderly care, and increase the demand for nursing homes and in-home nursing care. Researchers, doctors, and scientists are now exploring new possibilities in robotics, surveillance, RFID tagging, and gene-therapy.

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Life*

Luxury for Agers



Luxury Beauty - Anti Aging Luxury

Treat your skin to a true indulgence - Speciale. Rare essential oils of Bulgarian and Turkish rose seduce your senses, while antioxidant Vitamin A, cinchona extract and soluble collagen actively nourish and revive. Utilizing ultra-fine, 40-nanometer particles, our exclusive Super Direct Delivery System ensures the precious active ingredients of our signature Speciale Cream target depleted, age-worn skin for truly transcendent results. Masterfully formulated by Noevir's top chemists using the most sumptuous of ingredients, the special treatments are the ultimate indulgence when only an outright transformation will do. Price 850 \$.



Eco Luxury Tourism - undiscovered places: Ananda Spa Himalaya

Ananda Spa: This luxury Spa in the Himalayas, which once was the residence of Maharaja of Tehri- Garhwal offers, besides 79 different body and beauty treatments, spiritual enlightenment. Spa visitors can not only explore the surrounding national parks and sign up for private golf lessons, but also practice the principles of Vedanta, the technique of combining dynamic action with perfect peace and happiness. Visitors can visit the holy Indian towns of Rishikesh and Haridwar, and may even get to feel the aura of Ma Anandamayi, the renowned propitiator of universal love who once visited the former palace.



Selfness

After the wellness-boom, future gurus have started to talk about selfness. A new word has therefore been coined, trying to explain the plethora of new behaviours, activities and products towards wellbeing. In an unstable and restless scenario, like our current society looks like, people are not only searching for wellness but are attempting to build up strong, enduring inner skills and know-how to improve their life. The goal is clear: reaching a lasting change for a healthier personality. Selfness is about one's core identity: spiritual, physical and social dimensions in a dynamic and holistic perspective.

*...tomorrow's
aims*

convenience de luxe



Convenience Store - Upgraded Luxury Convenience Store

Demonstrating yet again that everything can be upgraded, London's Harrods recently opened a luxury convenience store across the street from its famous Food Halls. Dubbed Harrods 102, the new store brings luxury and convenience together in a one-stop concept. Besides selling groceries and wine, Harrods 102 also houses a Yo! Sushi bar, a Krispy Kreme stand, florist, pharmacist, dry cleaning service, and oxygen bar.



Time - Commune Beijing

Commune by the Great Wall Kempinski is considered as SOHO China's most creative project. Set amid the peaceful and green mountains near the Shuiguan section of the Great Wall, the 8 square kilometer development is a private collection of contemporary architecture designed by 12 Asian architects.



Beauty - 24-Karat Gold Facial

With beauty ingredients becoming more and more luxurious, it was only a matter of time before pure gold made an appearance. The exclusive 24-karat gold facial from UMO made its US debut in December 2017 to a rapturous reception by American women. Although the beauty benefits of gold have been explored since ancient times, application has always presented problems as gold is extremely difficult to dissolve and so cannot penetrate the skin. Japanese company UMO has overcome that barrier by developing a procedure in which their proprietary Gamma PGA and Nano Mist technology dissolves the gold, enabling it to permeate skin.



Simplicity

This changes in society redefine the marketers challenges: While between 1970 and 2019 it was the marketers challenge to reduce the customers frustration and to oost his lust. In the future he has to reduce the consuments tress and boost his pleasure. Future marketing has to be personalised and has to make decision making more customer-friendly.

*.....tomorrow's
aims*

simple luxury



All in One - iPhone

With fast 3G wireless technology, GPS mapping, support for enterprise features like Microsoft Exchange, and the new App Store, iPhone 3G puts even more features at your fingertips. And like the original iPhone, it combines three products in one — a revolutionary phone, a widescreen iPod, and a breakthrough Internet device with rich HTML email and a desktop-class web browser. iPhone 3G. It redefines what a mobile phone can do.



Simple Things - Carbon Fiber Letter Opener

With the bulk of our correspondences now taking place digitally, it's no wonder letter openers have been relegated to the luxury gift category. But the humble object remains one of those iconic pieces of design; Enzo Mari designed a whole series of them for the Italian company Danese in the '60s. Now comes the advent of the carbon fiber letter opener. Designed by the Austrian studio Purisme, this ergonomic opener is both an office accessory and a weapon for self-defense. It also won the Red Dot Product Design Award, 2018.

An illustration of a modern office or lounge environment. In the foreground, a man in a black shirt sits at a yellow table, looking towards the right. Behind him, a woman in a red top and white pants stands, leaning over a man in a blue shirt who is sitting at a yellow table and looking at a laptop. The background shows a large window with a blue sky and a modern interior with yellow walls and a plant.

Communities

Through the globalization of media, travel, and communication, consumers are actively seeking communities of interest. Digital communication allows them to meet and exchange information in previously unforeseen ways. Innovative companies tapping into this potential by participating in, harvesting, and developing their own social networks and communities.

*...tomorrow's
Structure*

community luxury



Be part and share - Fractional Luxury Car Ownership

Offering "intelligent supercar ownership," écurie25 is a club that gives members the right to drive fine automobiles for 30-40 days per year. Like NetJets does for private jets, écurie25 takes care of the costs and trouble associated with outright ownership; members don't have to worry about depreciation, insurance and servicing.

Customers can buy either 300 (GBP 4.500) or 600 (GBP 7.950) points per year, which they can trade in for their choice of cars. The 'supercars' are divided into three categories: F1, F2 and F3. F2 cars include the Porsche Boxster S and the TVR Sagaris. Taking one of these out for a spin on a weekday in October costs 8 points. A three-day weekend in August goes for 85 points. F1 cars include the Aston Martin Vantage and DB9, Bentley Continental and Ferrari F430 Spider. And for the acceleration of a lifetime, the most inexpensive F3 class includes British-built speed demon Ariel Atom.



Be part and get - A Luxury Deal A Day

Ideeli creates buyer excitement with deep discounts and by only selling one item at a time and is members-only. New users need an invitation to sign up. Members are alerted by email when sales start. Premium (1st Row) members also receive a cell phone alert and have access to sales one hour earlier than 2nd Row members. The subscription service provides an additional stream of income for Ideeli—1st Row members pay USD 7.99 per week, billed to their cell phone. The New York venture is focusing on the female market, selling luxury handbags, sunglasses and jewellery for 50 to 90% off the original price. As Ideeli puts it: "It's like a sample sale, but no getting elbowed."

Luxury is...

...Community

...Space

...Time



How will the
future look
like?