

luxury briefing.

Luxury trends 2014: *global/ local, social audiences mature, digital = personal, hyper-exclusive products for extreme elites, logo weariness* Michael Moszynski: *advertise the brand, not the product* Purdey, *After the Antique: bespoke is fundamental* Plus: *Fortnum & Mason, Moncler IPO, UK Town & Country, flying caviar*

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FEATURES

- 2 Shooting star** *Now part of the Richemont Group, James Purdey & Sons, royal gun and rifle maker, is 200 years old this year and moving forwards with a rebuilt factory, a collection of high-performance country clothing and new markets. In a modern world, the traditional values of a high-ticket luxury business remain a powerful driving force, as Richard Purdey, great great great-grandson of the founder, tells LB*
- 12 Luxury trends 2014** *Worldwide luxury goods enjoyed double-digit annual growth in 2013, with the industry now topping €200bn. However, there are a number of key challenges and trends that luxury brands will need to keep abreast of in order to push on in the coming year. SIMON MCEVOY analyses a few of the main ones to watch*
- 17 The stone ranger** *Stephen Parker's business, After the Antique, creates immaculate replicas of western-classical fireplaces, fountains and garden statuary – often using skilled stone and marble masons in China*

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Travel & Aviation

1

Fly Victor *pop-up flying* _____

UK-based Fly Victor, an online marketplace for private jet charters and vacant seat buying, has announced its new pop-up flying scheme. Designed to reduce the time and hassle of travel for both business and leisure passengers, Victor's pop-up flying scheme is opening the doors to several of the world's leading events and locations. Clive Jackson, the company's founder, told Luxury Briefing, "Our members not only fly more comfortably and with less stress than commercial passengers, they fly closer to their destination, often at very short notice, without having to divert from the fastest route or spend the night in a hotel." Some of the events being covered by the scheme include the TEFAF art fair in Maastricht from March 14-23, and the Lamborghini Super Trofeo race series, held at a selection of the world's most famous racing circuits. Victor has also been confirmed as the private aircraft partner for the 2014 Ryder Cup in Gleneagles, September 23-28.

2

Sunseeker Yachts *with James Corden* _____

Actor and television presenter James Corden was on hand to launch the Sunseeker 75 yacht at the London Boat Show at the ExCel arena in January. Stewart McIntyre, Sunseeker MD, said: "This is Europe's first boat show of 2014 and we can't think of a better way of starting the year than debut this eagerly anticipated yacht and showcase some of our latest models." An evolution of the Manhattan 73, the 75 Yacht, in standard configuration, offers four cabins – a midships master, two further double cabins and a fourth twin cabin with side-by-side beds. An updated hull window design also results



in more natural light reaching the lower deck cabins. Sean Robertson, sales director at Sunseeker, said, "We've built getting on for 60 hulls of the 73 so far. We've had a lot of feedback, have taken on all the comments and requests and tried to accommodate them in the new 75 Yacht." The London Boat Show also played to host to four-time Olympic champion Sir Ben Ainslie and his infamous catamaran.

3

Emirates *daily A380 service to Switzerland* _____

In response to growing demand for its existing daily Boeing 777 flight, Dubai-based airline Emirates has announced a second daily A380 service from Dubai to Zurich, Switzerland – the 25th destination that Emirates will serve with its flagship double-decker jet. "Since commencing operations between Dubai and Zurich in August 1992, Emirates has carried 3.4 million passengers travelling between the two cities," said Thierry Aucoc, senior vice president commercial operations for Europe and Russian Federation. "Deploying the A380, which allows us to bring 163 more passengers every day into Zurich – a 21.8% increase – is central to helping us meet growing passenger demand in the market." Emirates has been operating the jumbo Airbus A380 for just over five years and has carried 21.8m passengers to global destinations. The airline, whose fleet currently includes 44 of the jumbo jets with 96 on order, is the world's largest operator of A380s. This month Emirates will also start operating scheduled A380 services from Dubai to Barcelona.

4

P&O Cruises *updated website* _____

P&O Cruises has once again upgraded its multi-award winning website for 2014, with the help of digital consultancy firm Nucleus. Changes to the website are designed to improve user experience, especially for tablet users who now account for 26% of all traffic. In fact, tablet bookings on the UK's most popular cruise website are up 700% on the previous year. In addition to the more user friendly home and product pages, the 'Ships overview' pages now feature large format image carousels that focus on one aspect of life on-board, be it dining, entertainment, shopping, places to socialise, unwind or be active. Claire Hazle, head of digital for P&O Cruises, commented, "We are seeing such a sharp growth in mobile access to our website that this absolutely has to be a priority for us now and into 2014. We know that our passengers enjoy researching their P&O Cruises holidays using a wide variety of resources including our brochure, our website

and other materials that they receive from us or their travel agent. In the same way that they can gain inspiration from their printed brochures anytime, anywhere, they should be able to go online whenever they like through any device they choose and immerse themselves in the P&O Cruises experience."

5

Hunton Powerboats *new superyacht tender* _____

UK-based high-performance luxury powerboat manufacturer Hunton has announced the arrival of its new 1005 superyacht tender. The 1005 has a top speed of 65 knots, a range of 250 nautical miles, outboard or inboard engines and an optional heads console complete with hot shower, mirrors and lighting. "This latest 1005 is probably the most advanced tender we have built, with extensive customisation. It is a truly amazing boat, combining raw performance and innovative design together with comfort and practicality that make it the perfect tender for the owner's newly built superyacht," said Fiona Pool, CEO of Hunton. The 1005 joins Hunton's flagship XRS43 powerboat, a vessel known by some as the 'Aston Martin of the sea'. With a range of over 275nm and a top speed of up to 70 knots, the XRS43 features a combination of charcoal grey hull and deck and tan upholstery. Both vessels were on display at the recent Dusseldorf Boat Show. Hunton has plans to launch another new model, the EQ52, later in the year.



First class Virgin

Virgin Trains's first class passengers will be able to enjoy a fully refurbished lounge at London's Euston station from March. The facility is undergoing a seven-week renovation which will include a new interior, more seats, improved wifi connectivity, a greater range of food and drinks and a new business area. During the works, Virgin is offering its first class customers food vouchers to use at selected outlets at Euston station. Spokesman Richard Shotton said, "We will do everything we can to minimise the inconvenience to our customers when the first class lounge is closed for upgrade works. In March, they will see a refurbished lounge with new interiors and more seats and I am sure they will appreciate the improvements."

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