

## **The State of Luxury and Where Next?**

Abstract: This presentation highlights the changes in luxury motivation and luxury consumption behaviors over the past few years based on academic and practitioner research. It notes the upcoming challenges in the luxury market based on these changes including the use of technology, developing the next generation of luxury consumers, and the growing focus on experiential luxury. The presentation concludes with research examining experiential luxury in more detail, presenting recent research on luxury fine dining involving two studies of Generation Z consumers and a national US panel of luxury consumers.