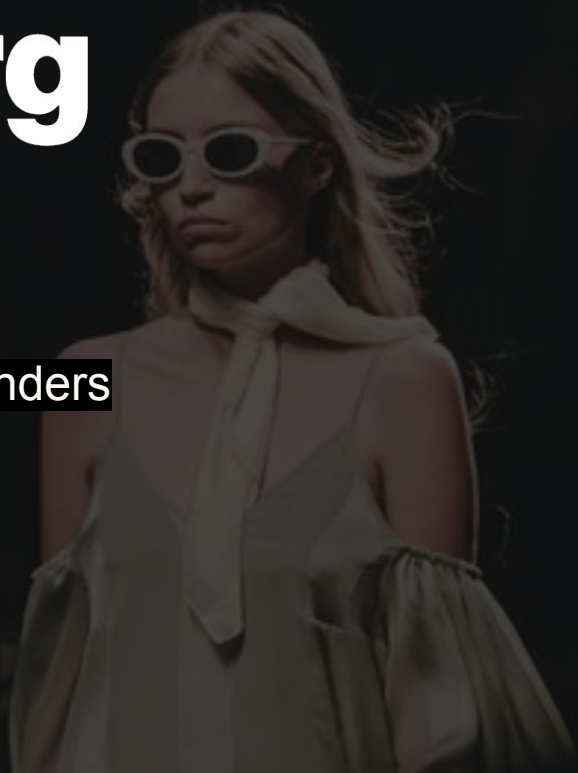


# Bloomberg Media

Audience Insight | April 2021

Spotlight: Luxury & Fashion Intenders



# This month: data on luxury lifestyle and fashion audiences that helps fuel strategies to connect with relevance.

In this ongoing series, **the Bloomberg Media Data Science and Insight team spotlights a key segment of our audience.** Leveraging proprietary intelligence, we focus on what this group is engaging with and why, powering insight and activation against sought-after global audiences.

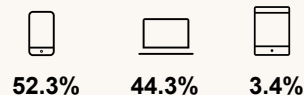
**BloombergAiQ**

## An audience defined by engagement with luxury.

For this month's spotlight, we looked at **high-frequency consumers of luxury and lifestyle content** on Bloomberg.com, as well as **luxury ad engagers** on Bloomberg.com.

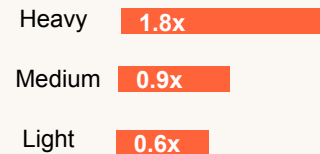
## They're highly mobile consumers.

**Over half** of them visit Bloomberg.com through mobile devices -- a higher percentage than other groups we've studied.



## And they're more likely to be socially active.

Compared to general audiences, this group is **nearly twice as likely to have visited Bloomberg.com via a social channel** more than three times within a single week.



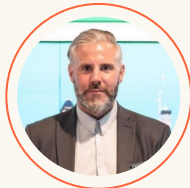
In 2021, they are highly engaged with content that helps them **transform their personal and professional lives.**

#### Invested in their surroundings

- 5.2x Art
- 4.9x Architecture
- 4.8x Design

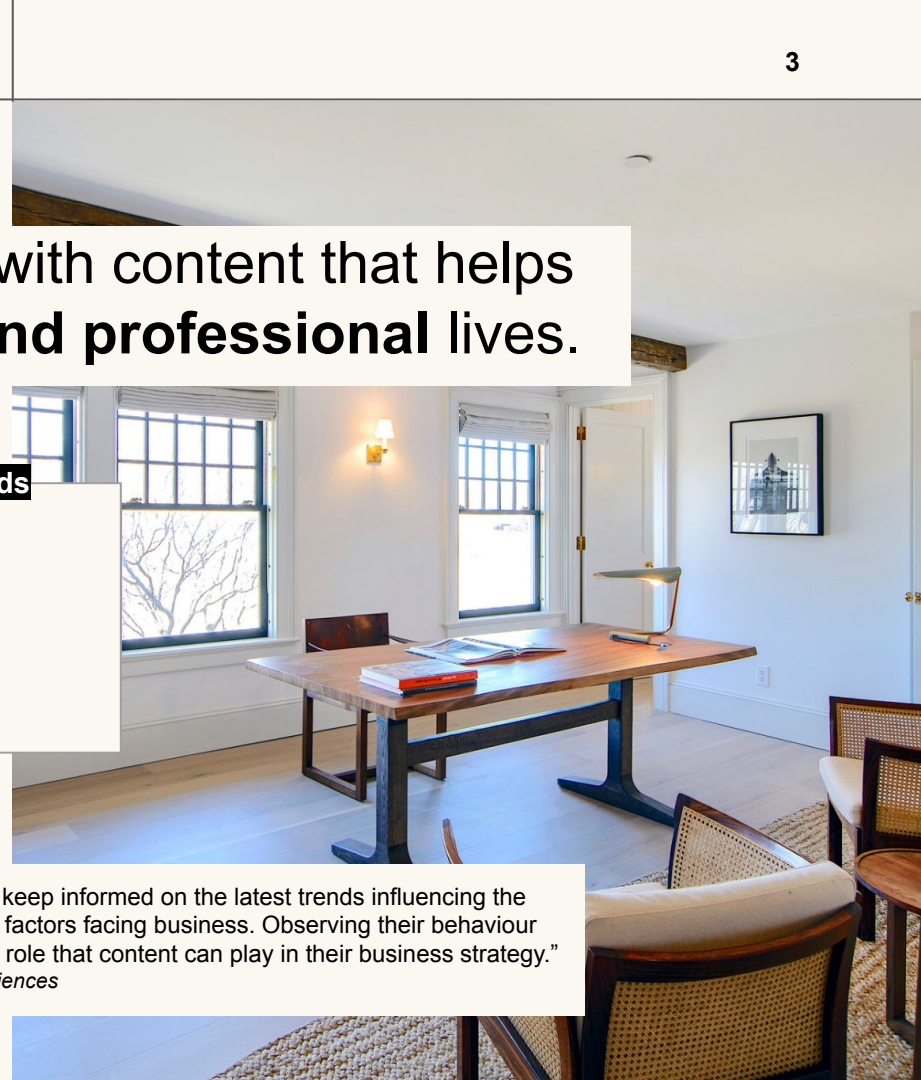
#### Exploring the biggest trends reshaping their workplace

- 5.0x Future of Work
- 4.8x Gender Equality
- 4.8x Inclusion
- 3.8x Influencers



**Analyst: Phil Robinson**  
Head of EMEA Data Science & Insight

“This audience are turning to Bloomberg for inspiration and to keep informed on the latest trends influencing the world of art and design, as well as the most important societal factors facing business. Observing their behaviour off Bloomberg.com, this audience are highly engaged with the role that content can play in their business strategy.”  
*Note: Odds ratio expresses likelihood of engagement vs. general audiences*



# The luxury space is seeing new kinds of demand — and revenue.



Chris Rovzar, Editorial Director, Bloomberg Pursuits, sheds light on **what's new in 2021 among luxury consumers.**

## On the reasons behind the increase in luxury revenue in Q1 2021:

“Even as the pandemic raged last summer in most parts of the world, we saw a phenomenon of what the Chinese called ‘revenge spending’ on luxury as malls and other retail locations opened back up after strict lockdowns in mainland China. That trend has continued as other countries have loosened restrictions and wealthy shoppers want to flex their unused capital. With China closed down for much of Q1 2020, the first quarter of this year was bound to look rosier.”



## Auction rooms have gone digital.

Both art galleries and auction houses discovered that clients were much more excited about seeing art and conducting transactions digitally than had been previously thought. [40% of clients this year are new bidders to Sotheby's](#), according to its CEO Charles Stewart, who also shares that this results from significant work on every aspect of identifying and engaging clients.

## NFTs (non-fungible tokens) are a new revenue stream.

[Our readers are obsessed with knowing the latest on this new way of collecting.](#) Examples include a digital mosaic by the artist Beeple that famously sold for \$69.3M at Christie's, as well as NBA-licensed clips of LeBron James that sold for \$208K and a single tweet that sold for \$2.9M.

## Demand for home design products and services is surging.

Since we've all been home so much over the past 13 months, our desire for separate work and relaxation spaces is greater than ever before. This has translated into demand for interior design work and huge waits for products as diverse as stylish desk chairs, luxury ovens, and exercise gear. With more money saved and a spike in purchases of new or second homes, we expect these trends to continue over into 2022 and potentially beyond. [“People want their offices to be offices, and their playrooms to be playrooms.”](#) says Damian Samora, Principal, Ferguson & Shamamian Architects.

The luxury market is also seeing successful adaptations and signs of recovery.



**Deborah Aitken**, Senior Analyst, Luxury, Bloomberg Intelligence, shares key trends influencing **the global luxury market**.



### **Luxury sector valuations are at new highs.**

A mix of **new inspirational designs, collaborations, sourcing, individual connections and entertainment** combine to resonate with shoppers, and identify those brands and companies set to deliver true recovery and outperformance potential in the year ahead.

### **Brands are connecting in new ways.**

**LVMH's impressive 1Q revenue hike of 32%** was backed by a major step up in storytelling in virtual high-end locations for Louis Vuitton, while Dior showcased to a large audience in Shanghai.

### **Luxury is embracing digital.**

Gucci, Saint Laurent and Michael Kors, among others, stepped away from presenting Spring/Summer 2021 shows last autumn, migrating to social and digital platforms. Digital commerce still has its shortcomings on some sites, though Farfetch's **front-end engineering resource** and Alibaba's Tmall Luxury Pavilion **use of livestreams to link physical space** are lighting the way forward.

**Pandemic-driven store closures and travel restrictions are dramatically reshaping luxury:**

**17%** Drop in revenue for global luxury goods in 2020.

**70%** Increase in online sales, representing about 18% of the total revenue and e-commerce sales. This should expand at a double digit pace again in 2021.

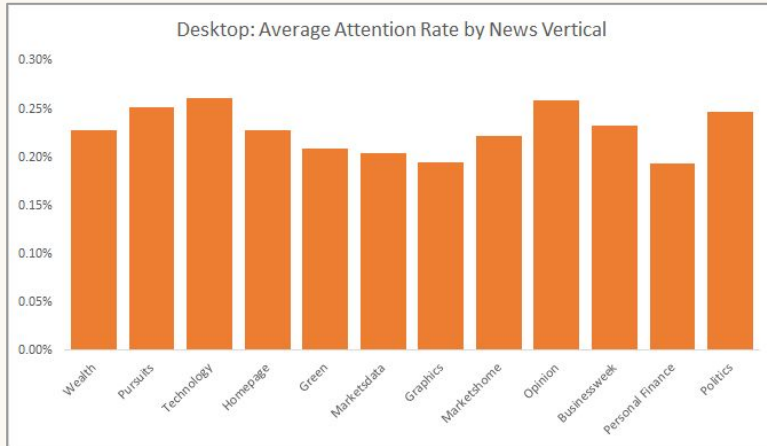
## And visitors engage with luxury ads across bloomberg.com.



Ava Walentowicz, Media Data Analyst, Bloomberg Media, shares data on **how visitors engage with luxury messages.**



The chart shows that on desktop **there is fairly even attention paid to Luxury Ads across our different news verticals**, when the visitor is more likely to be in 'work mode', showing that visitors engage with luxury ads across our website.



For Ava's full report contact your Bloomberg Media sales representative or message us [here](#)

### Smartphone analysis reveals key attention patterns.

We see the highest attention paid to Luxury Ads on Smartphone when they are placed alongside Personal Finance content. Smartphone browsing is linked to more personal 'me-time', and tends to be more 'leisurely' browsing in comparison to 'work mode' on desktops. These results tells us individuals are paying **the most attention to Luxury Ads on Smartphone when they are in a mindset of thinking about how to spend their money.**

### Desktop analysis shows impact of visual messaging.

On Desktop we see the highest click rate for Luxury Ads on Graphics Articles, which are visually stimulating infographics, meaning the user is more likely to take notice of Luxury Ads and more likely to click on them when they are displayed alongside our graphics content.



## About our sources:

### Bloomberg AiQ

**Bloomberg AiQ** is our proprietary audience and content analysis platform for insights and activation. AiQ is powered not only by Bloomberg site user data, but also by data from over 30,000 publishers world wide. AiQ looks at 2.5+ million pages, 100+ million visitors and 100k campaigns.

**BloombergAiQ**

### Bloomberg Intelligence

**Bloomberg Intelligence** (BI) research delivers an independent perspective providing interactive data and research across industries and global markets. The BI team of 350 research professionals are here to help clients make more informed decisions in the rapidly moving investment landscape.

Explore BI content and podcast [here](#)

### Bloomberg Pursuits

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