

FORUM

Osservatorio Ricchezza

Scenario e opportunità
per luxury brand

COMUNICATO STAMPA

13/9/2017 - ORE 17.30
PALAZZO DELLA TRIENNALE
VIALE ALEMAGNA 6
20121 MILANO

FORUM WEALTH OBSERVATORY

Scenario and opportunities for luxury brands

Milan, September 13th 2017

In the prestigious Agorà Theatre of Palazzo della Triennale in Milan took place the Wealth Observatory Forum, an event jointly organized by Mercurion and Wealth-X. Through the speeches, the participants had the chance to catch many opportunities for reflection about the corporate, commercial, marketing and branding strategies to better compete and approach the ultra-high net worth space.

The proceedings were opened by Andrea Cancellato – Triennale General Director – and continued with the speech of Luigi Moleri – Mercurion Partner & Director – who provided interesting insights about the current world economic scenario and quickened remarks about the importance of strategic analysis to succeed in conjugating profits production and growth. Then Professor Grizzanti – Brand Advisor and Business Identity Strategist – took up the word and focused the attention on the relevance of the brand and on the values it should convey, even using neuromarketing leverage. Finally, Manuel Bianchi – Wealth-X EMEA Managing Director – presented for the first time in Italy the findings of the Wealth-X World Ultra Wealth Report 2017, based on 2016 data: there are nearly 16 million wealthy individuals in the world, of which over 226,000 are the so-defined ultra-high net worth individuals (UHNWI), and that this phenomenon is globally increasing by 3.5% compared to the previous year.

The UHNW individuals are those with 30M dollars or more in net worth. No need to say how this target segment can be interesting for all companies producing and marketing high end luxury products and services. But even more interesting is to investigate the habits of people belonging to this group, as they are not simply luxury goods consumers. Being unique and the same only to themselves, is one of the reference values of this category of people: a prestigious brand can attract their attention, but also a unique, tailor-made object, of an exquisite craftsmanship is able to arouse their interest.



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A focus was also put on the areas with a more significant increase in the number of ultra-rich individuals, often far away from Europe, highlighting their different cultures and consuming habits, discovering their age, professionalism, investigating the type and origin of their wealth, going far beyond old stereotypes.

The Forum and the data contained in the report elaborated by Wealth-X are an important source of information and stimulus businesswise: the private banking and the asset management sectors, luxury and fashion “Maisons”, hotel chains, interior design and furniture industries and art galleries professionals.

Mercurion, a Swiss based company with a branch office in Milan, is specialized in strategic and commercial advisory and improvement of commercial and relational databases.

Wealth-X, spanning over four continents, with 10 branch offices and 180 professional researchers is the most authoritative source of Wealth Intelligence in the world.

Mercurion, with its Survey & Crm division, is Wealth-X's Professional Partner with activities concentrated in Switzerland, Italy, France, Monaco and Germany, in the furniture, design, real estate, luxury, art and yachting sectors.

The two companies gave birth to UHNWIALLIANCE, a partnership that allows the two companies to develop a professional support finalized to the creation of interaction among their clients and partners all belonging to the high end sector, who are interested to target high profile customers. The September 13th Forum was the first of a series of appointments scheduled in late 2017 and 2018.



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