



**Euromonitor
International**

Redefining Luxury: From Product to Purpose, Lifestyle, and Value

July 2025

EXECUTIVE SUMMARY

The Evolution of Luxury: Embracing Experiences, Wellness and Lifestyle for Value Creation

Key findings

INTRODUCTION

High bets on experience and lifestyle for value creation in a challenging environment

Wealth as a status symbol takes on new dimensions amid consumer diversification

Global wealth surge in 60+ demographic underscores new values in the lifestyle space

Younger consumers seek more purpose and connection as stress and anxiety rise

THE SHIFT FROM POSSESSIONS TO EXPERIENCES

How experiences are rewriting luxury's playbook where emotion translates to equity

From luxury goods to good times: The global pivot to experiential value

Real life and genuine connections are playing a greater role in luxury's new currency

Lifestyle, community and exclusivity merge into a singular, elevated luxury experience

Gala de Danza blends art, culture, food and luxury through immersive experiences

Selfridges Unlocked redefines loyalty and engagement through lifestyle and experience

Tiffany & Co unveils its first Latin American Blue Box Café in Mexico City

Beyond possessions: The rise of authentic experience in luxury

WELLNESS AS THE ULTIMATE STATUS SYMBOL

Wellness as a status symbol proliferates amid shifting consumer values and priorities

Consumers prioritise health and wellness amidst turmoil and uncertainty,

Longevity as luxury: Redefining wellness for a longer albeit healthier and fulfilling life

From biohacking to longevity, the pursuit of wellness and experience is more intentional

Rising value of nature, visual harmony and spatial wellness as true elevated living

Remedy Place launched as world-first social wellness club with human connection at its core

Vuori partners with leading fitness instructor and boutique studio to expand into UK

From status to substance, exclusivity to empathy and products to purpose

THE TRANSFORMATION OF LUXURY THIRD SPACES

Beyond the boutique into third spaces and immersive luxury experiences

Luxury integrates home and lifestyle elements to enhance the brand experience

The new era of luxury travel designed around nuanced and evolving human need states

Self-fulfilment and experiences outweigh materialism for the new luxury tourist

Evolution of private luxury member clubs: From status and prestige to purpose

Belmond's Britannic Explorer underscores attributes of slow travel and mindfulness

SIRO Hotels blend business and wellness to create a modern lifestyle experience

The Other House offers a new benchmark in hospitality, wellness and residential living

The blurring of wellness, lifestyle and hospitality pushes Dior into the third space

Delivering holistic experiences aligned with individual values

CONCLUSION

Opportunities for growth

Evolution of luxury amid disruption, innovation and new consumer values

Questions we are asking

Navigating challenges - how luxury brands can harness lifestyle for sustainable growth

APPENDIX

Definitions (1/2)

Definitions (2/2)

About Euromonitor International

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/redefining-luxury-from-product-to-purpose-lifestyle-and-value/report.