

Summary

LUXURY MILLENNIALS JAPAN

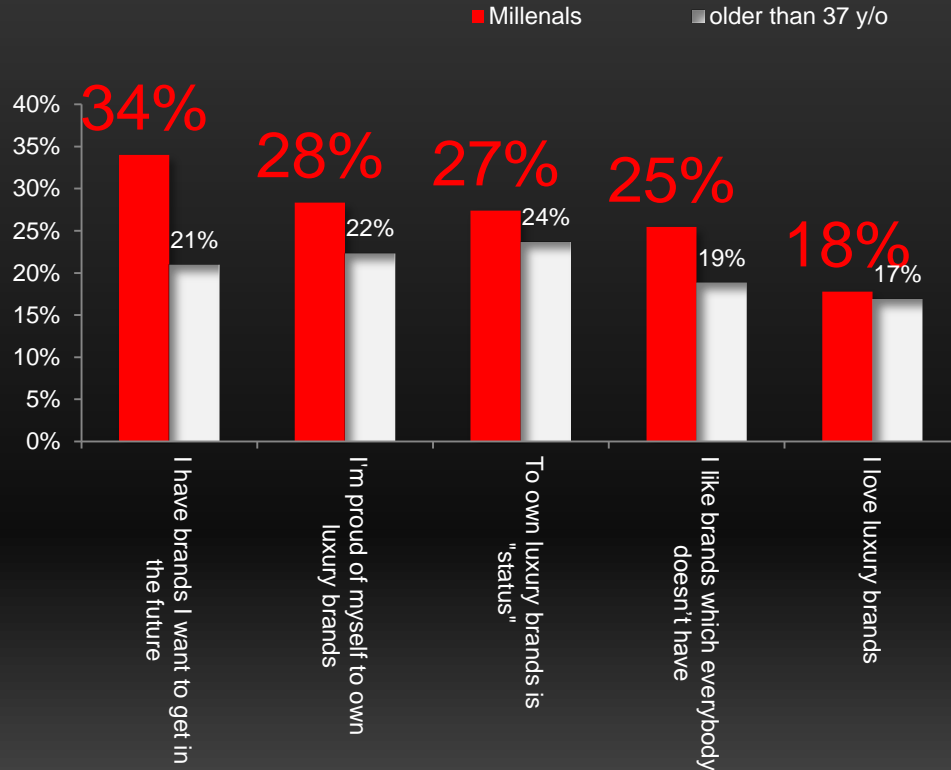
CONDÉ NAST
JAPAN



Japanese Millennials

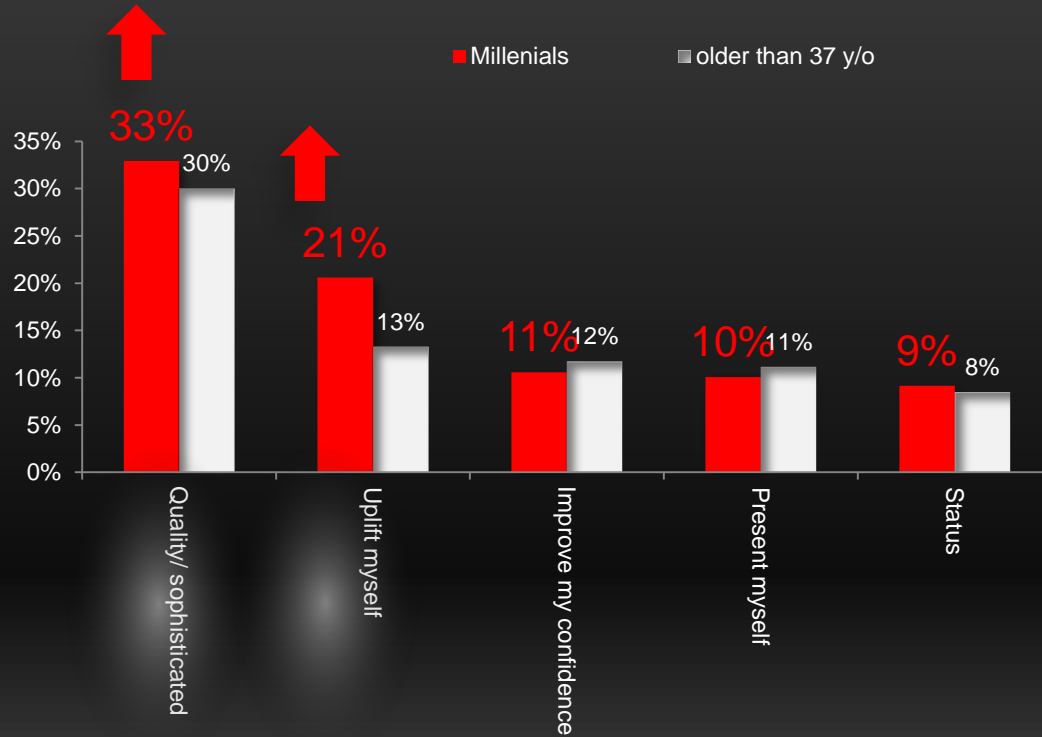
Born between 1980 – 2000
(17 – 37 years old)

ATTITUDE TO LUXURY BRANDS



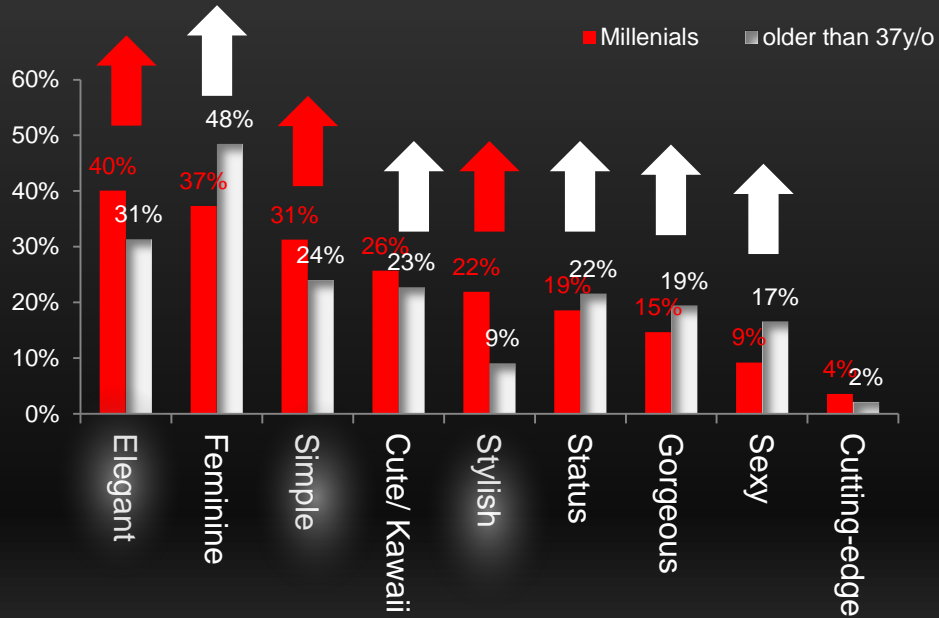
Interest towards brand is higher than other generation

WHAT IS LUXURY BRANDS FOR YOU



Luxury brands is not “status” for them but something quality/ sophisticated and uplifting.

IMPORTANT IMAGE FOR PURCHASE



Elegant, simple, stylish are more important element than femininity, status, gorgeous.

Luxury Millennials

LUXURY MILLENNIALS

Over
100,000 Yen

C-Segment
1.8%

Approx. 25,000

D-Segment
53.3%

Approx.
7.25million

Less
100,000 Yen

Low

Interests towards luxury brand

High

Expenditure on fashion

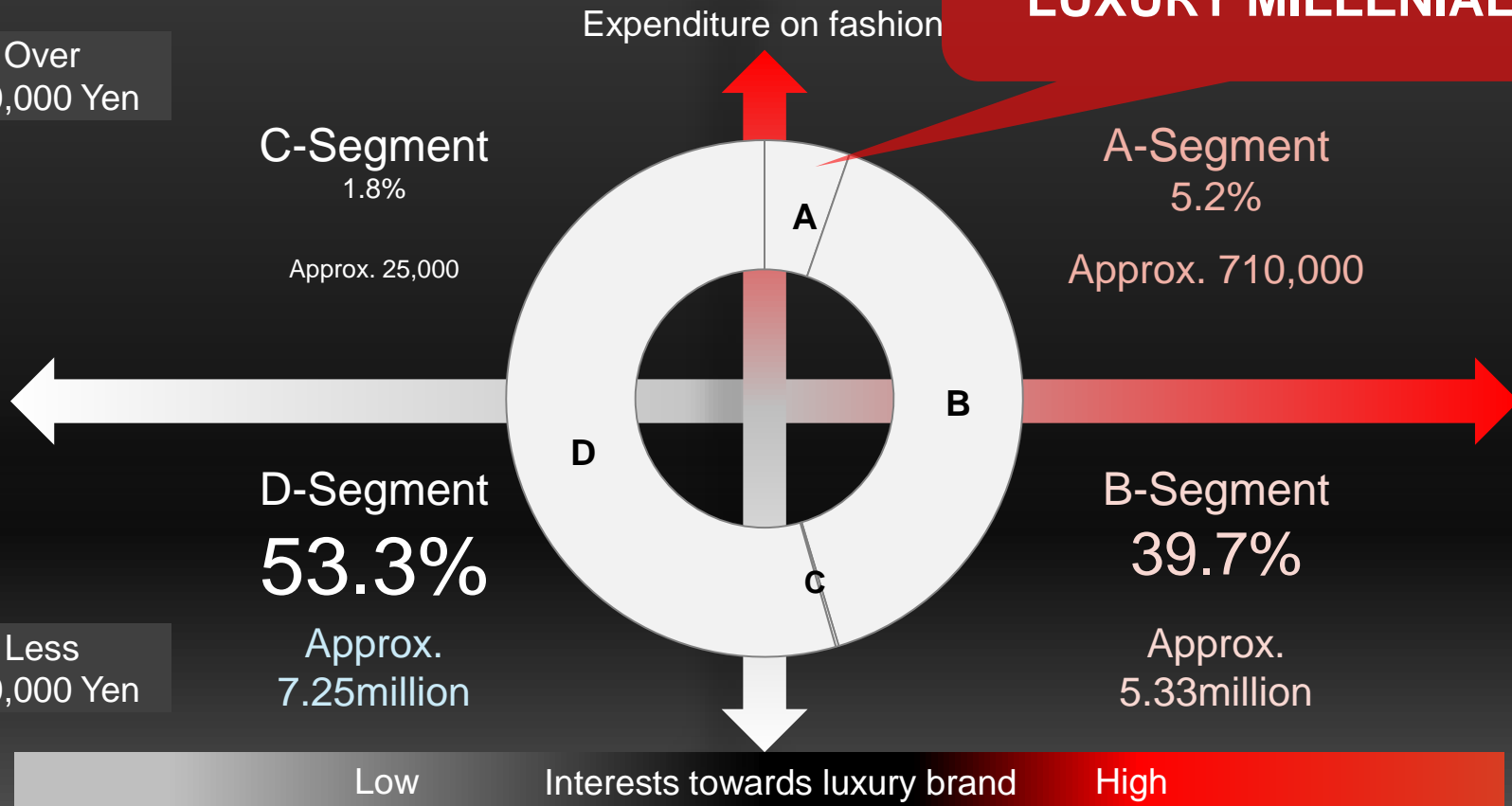
A-Segment=
LUXURY MILLENNIALS

A-Segment
5.2%

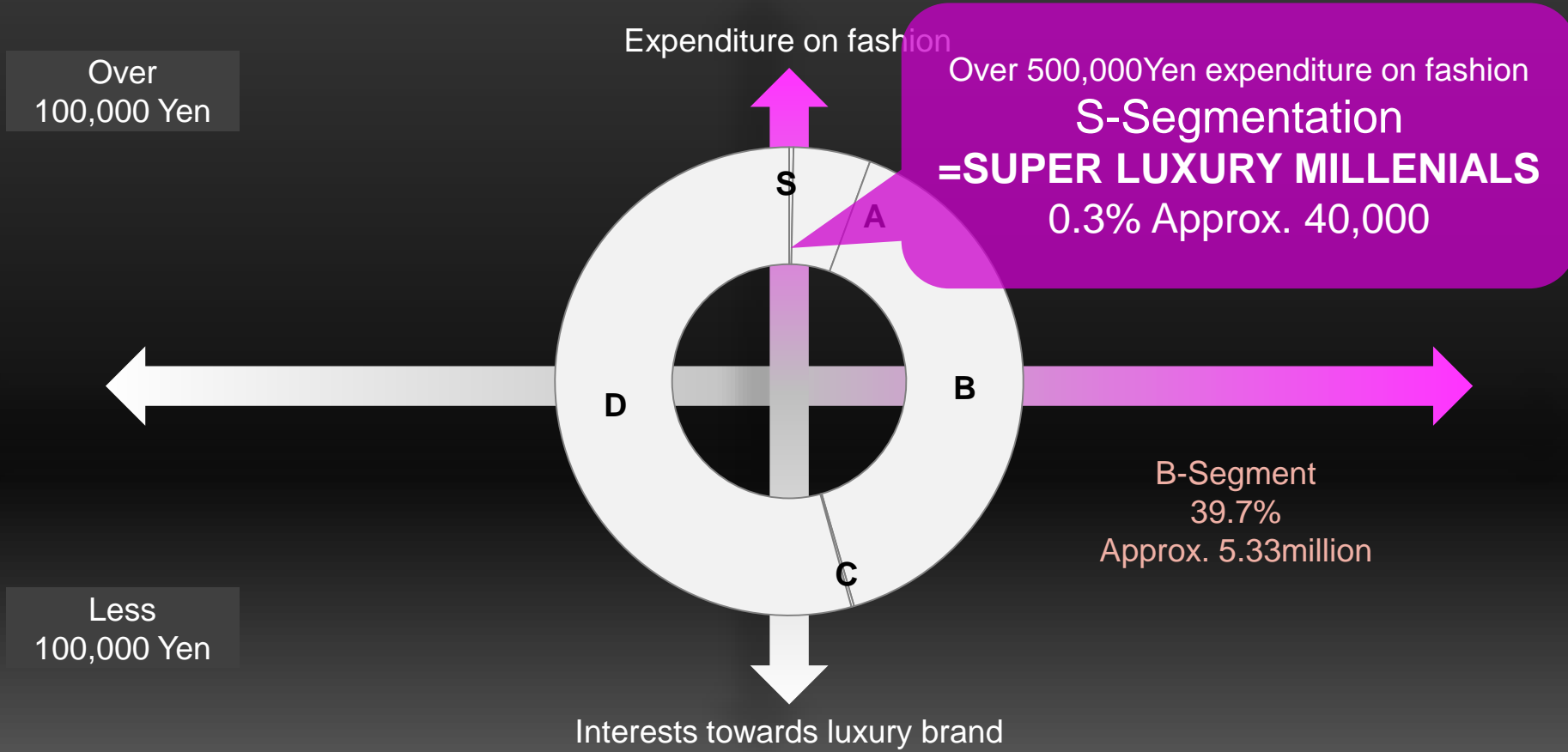
Approx. 710,000

B-Segment
39.7%

Approx.
5.33million



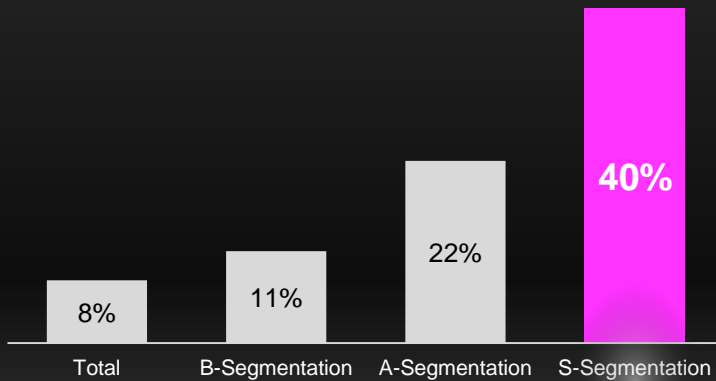
SUPER LUXURY MILLENNIALS



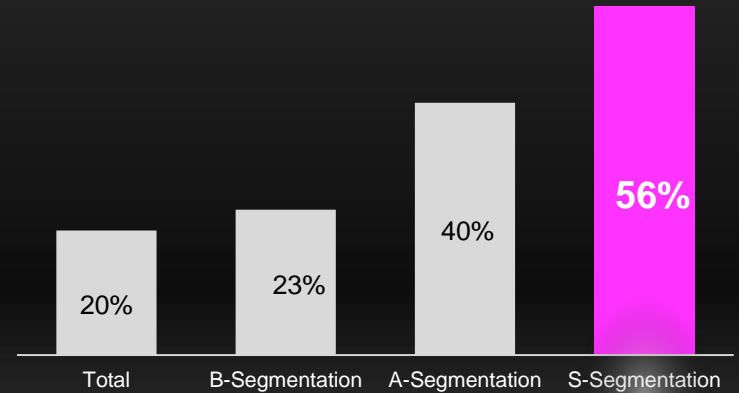
BACKGROUND AND % EMPLOYED

Their parents are enthusiastic for education / employed.

Enthusiastic for education



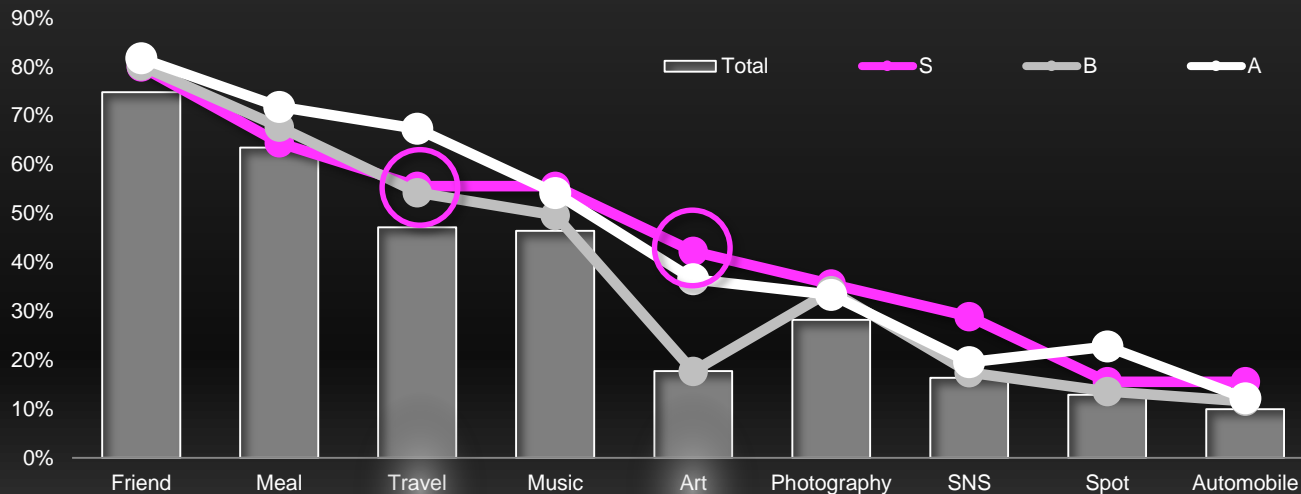
% Employed



IMPORTANT THINGS



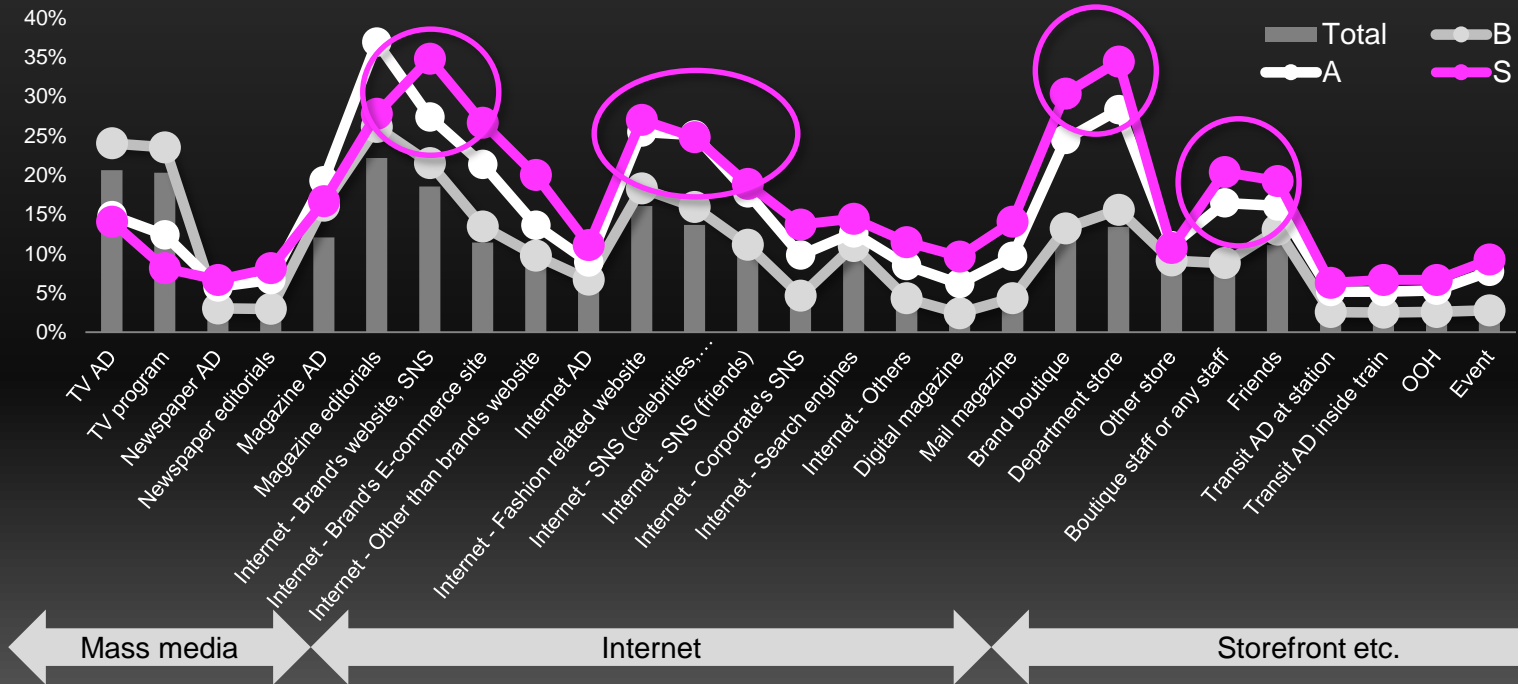
Travel and art, they value “*Koto*” – experiential consumption



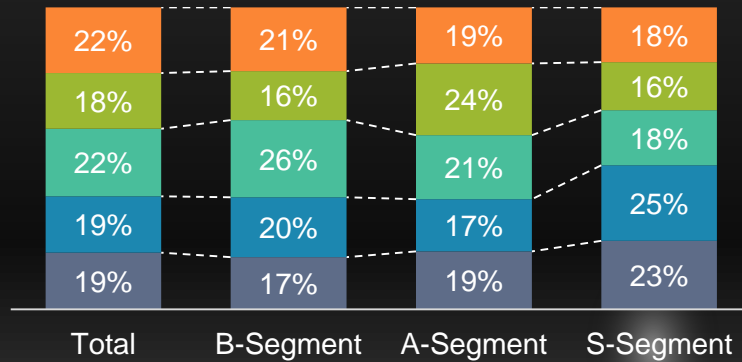
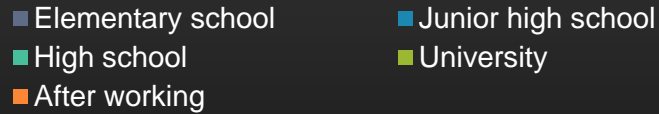
INFORMATION SOURCE



Magazine media, brand homepage, fashion site and SNS and storefront are the main luxury touchpoint.



AGE THAT AWARE FAVORITE BRAND



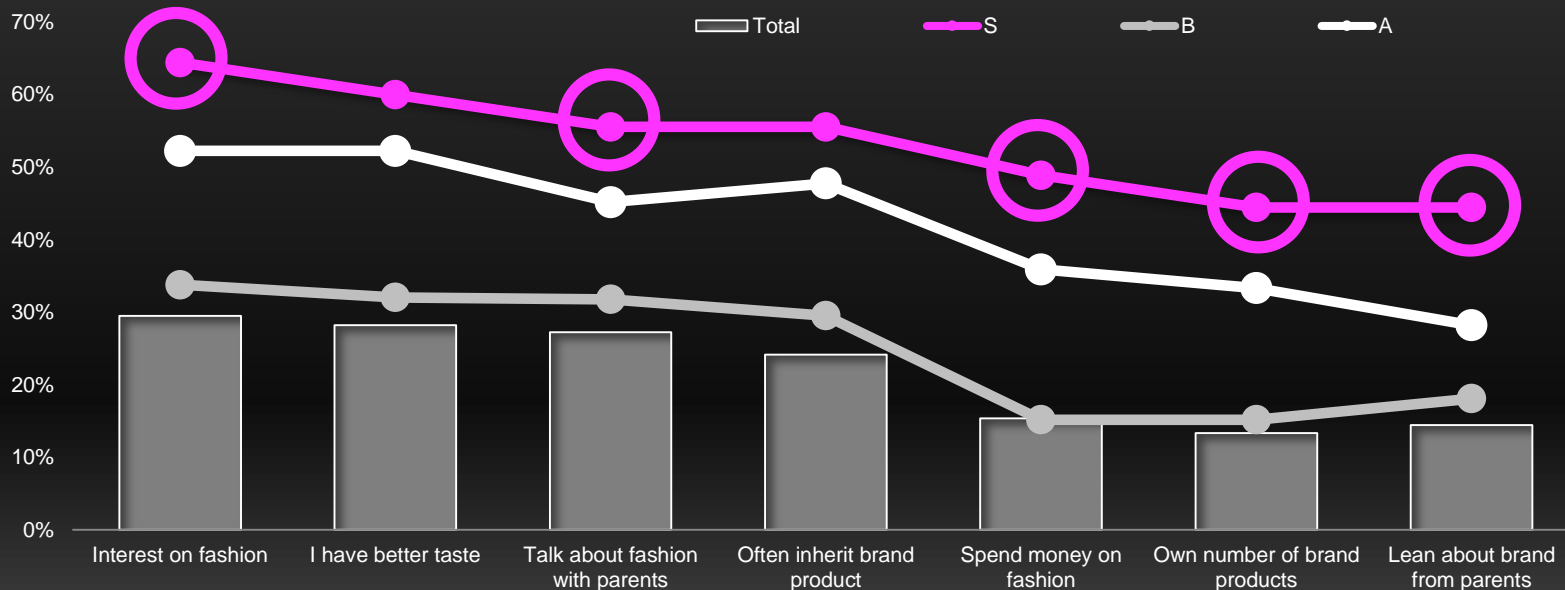
Consumer journey became much younger

- 23% at elementary school
- More than 65% below high school

RELATIONSHIP WITH PARENTS



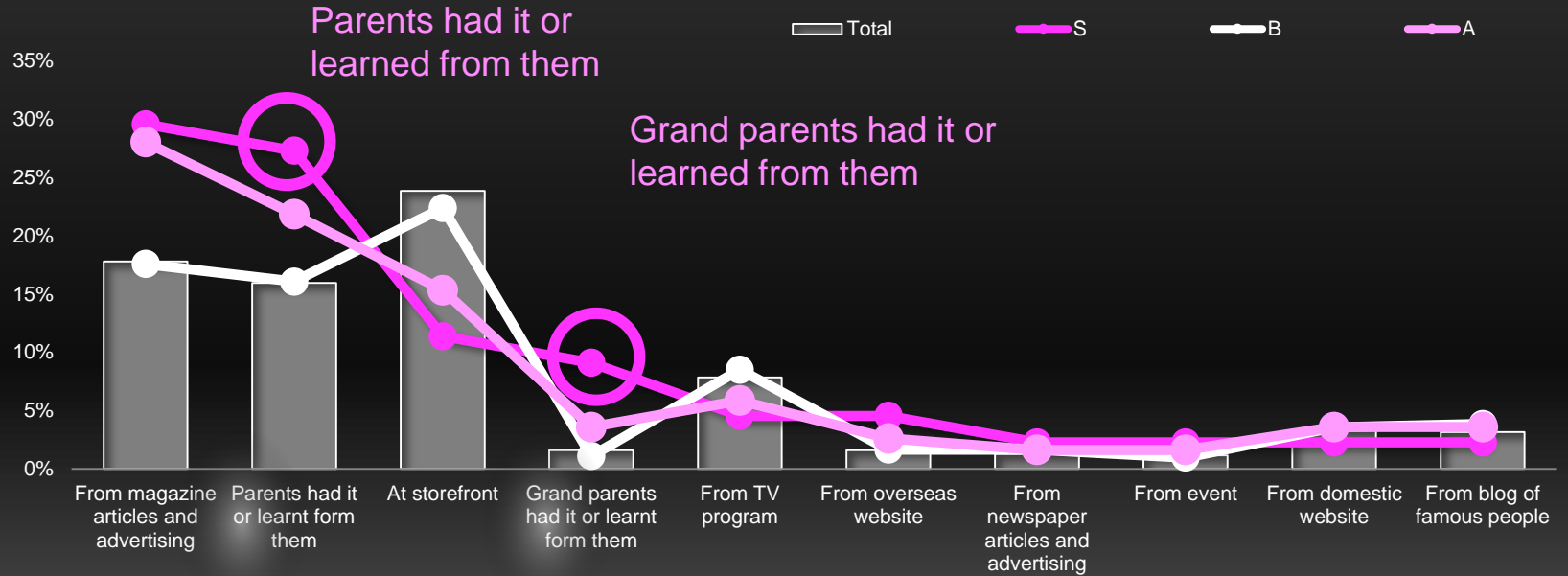
Parents also own luxury brand products.



REASON OF AWARE BRAND



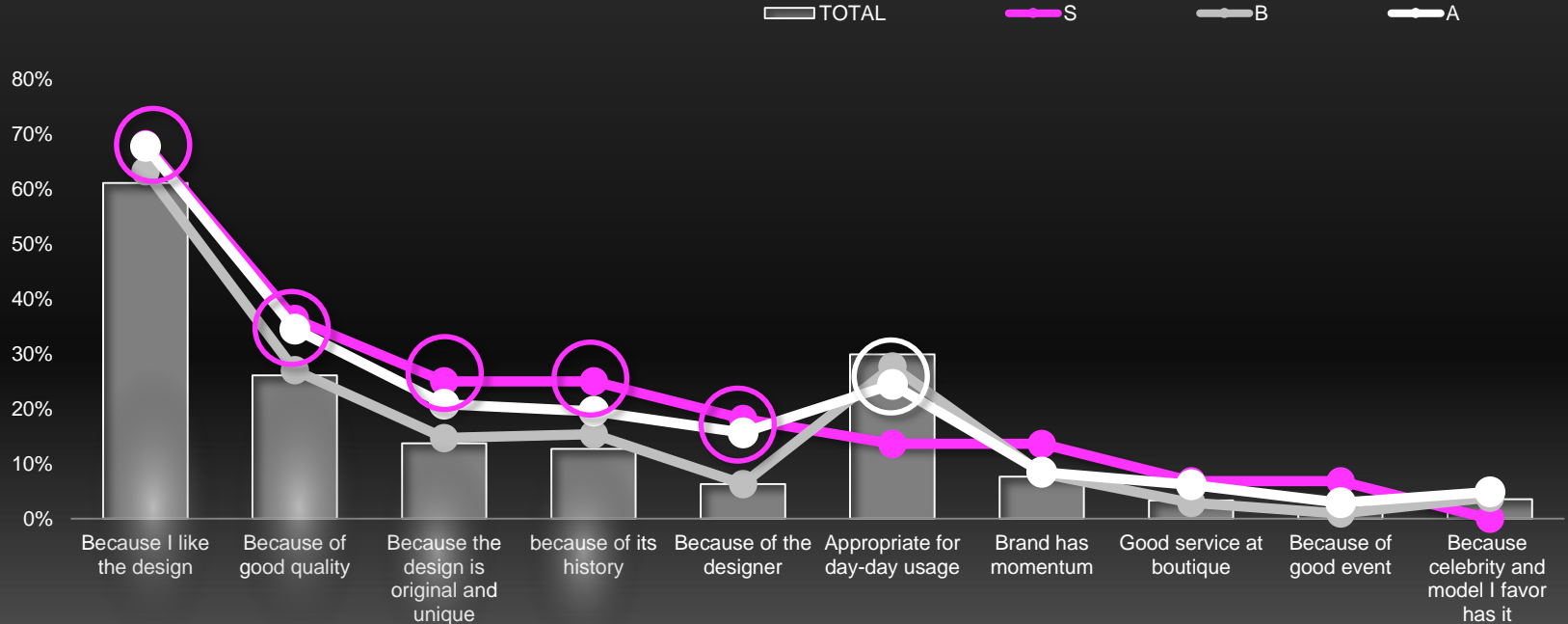
High influence from parents.



REASON FOR FAVORING SPECIFIC BRAND



They favor brand for design and quality aspects, rather than practicality. Also, they favor history and designer of that brand.



【Outline of Survey】

■ Preliminary Survey

VOGUE FASHION NIGHT OUT guests and VOGUE ID holders (total of 719 people) took part in internet survey and depth interview.

■ Main Survey (Internet Survey)

・Querida panelists (1549 millennials female age between 16 to 36, 516 female age between 37 to 55, and 302 female CNJ ID panelists age between 17 to 39.

■ Depth Interview

7 super luxury millennials were selected from above survey to participate in the depth interview.

※Note: Querida Insight is one of the services provided by Querida to discover potential consumers for advertisers by combining consumers' web browsing data and panel survey data. And the second part of Querida services is called Querida Planning which is to offer accurate ad distribution to the potential consumers found from afore mentioned.

【About Conde Nast Japan】

Condé Nast publishes a total of 141 magazines worldwide including national editions of flagship media brands VOGUE, GQ, WIRED, Condé Nast Traveller, and Vanity Fair, as well as producing approximately 100 websites, and over 200 apps for mobile and tablet devices in 29 countries and regions. In addition to its media businesses, Condé Nast is continuing to expand its activities by holding events such VOGUE FASHION'S NIGHT OUT, GQ Men of the Year, and WIRED CONFERENCE in various countries, operating Condé Nast College of Fashion & Design in London, venturing into the restaurant field, etc. In Japan, Condé Nast launched its first magazine VOGUE JAPAN in July 1999 and also publishes GQ JAPAN, WIRED, VOGUE girl, etc.

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