

# CONTRIBUTORS

## luxury briefing

### Caroline Neville

Caroline Neville is the founder and chairwoman of Neville McCarthy. She is a highly respected leader in the communications industry with more than 60 years' experience, and is also president of the UK beauty industry's leading business organisation, Cosmetic Executive Women UK. Ms Neville is a Freeman of the City of London and a member of the Worshipful Company of Framework Knitters. Her experience covers dozens of brands in fashion, travel, beauty, luxury goods and accessories.



### Nic Olivé

Nic Olivé is Director of Digital Transformation at Squircle Capital, an established and innovative pan-European private equity firm. Nic joined Squircle Capital in 2020 and is responsible for the group's digital transformation of its portfolio companies. Prior to joining Squircle Capital, Nic worked in the enterprise software industry as Founder and CEO of Pleasepoint, a leading AI-based predictive marketing platform in Europe.



### Belinda Craigie

Belinda is a London-based freelance writer and editor specialising in travel and luxury. Formerly Editor of *Luxury Briefing*, she is currently a Contributing Editor to Australia's *Luxury Travel* magazine. Over the course of her eight-year publishing career, Belinda has written for international titles such as *Telegraph Travel*, *Vacations & Travel* magazine, *The New Zealand Herald*, and Korean Air's inflight magazine, *Morning Calm*.



### Harriet Hirschler

Harriet has worked in luxury publishing for eight years, starting off her career at *Country & Town House* where she was Online Editor. As Editor at *Luxury Briefing* and Commissioning Editor at FMS Global Media, Harriet has created magazines for brands across the luxury sector including Raffles Hotels & Resorts, Waldorf Astoria, American Express, Quintessentially and Victor, and has contributed to luxury publications such as *Sunseeker Magazine* and *Gaggenau Magazine*.



### Simon Kincaid

Simon is an interior designer with over 20 years' industry experience, across residential, hospitality and retail sectors. Simon joined Conran and Partners in 2006 and the board in 2016. As a Principal, Simon jointly leads the practice and its overall strategic direction through its UK and Hong Kong studios. Simon applies intelligent design principles and an eye for detail throughout all stages of design and construction to deliver high-value and desirable finished products.



### Keith Wilson

Keith Wilson is one of the founding directors of Wilson McHardy, a boutique real-estate agency providing investment, development and leasing advice to key clients in the luxury market. Responsible for many headline projects in London, Keith has provided strategic advice for the Grosvenor Estate, Dunhill, Chanel, Richmond and Groupe Arnault, among others.



### Nick Steyn

Nick is a Co-founder and Partner of Anew, a luxury brand marketing consultancy which works directly with business owners, start-ups and entrepreneurs who are committed to outstanding quality and craft. A brand strategist, he has worked at some of the UK's leading communications and luxury agencies including McCann Erickson, Lowe/Still Price, WPP/Bates Dorland, DDB/BMP and LSW.



### Alex Michelin

Regarded as one of the most experienced and successful property developers in London, Alex began his career in investment banking before founding Finchattton in 2001. In 2016, he co-founded CapitalRise, a property lending specialist, and in 2023, Alex co-founded Valouran, a pioneering property developer and placemaker combining passion for design and deep financial expertise with an unrivalled knowledge of the residential market.

# LIFESTYLES OF THE WELL AND WEALTHY

Valouran Co-founder and CEO **Alex Michelin** assesses how the future of super-prime real estate design must consider the highly curated lifestyles of next-generation buyers.



Time was, those lucky enough to have the purchasing power to buy a super-prime residence in London were members of a very small, easily identifiable group. Mostly male and grey around the temples, they came from a handful of countries, were parents if not grandparents and, if they didn't know each other directly, they may well have known each other's families.

When it came to their residences, they were equally homogenous. Owners were comfortable displaying their wealth, especially in their homes. Space to entertain was prized, room for the kids and staff a necessity, and when they said London, they really meant

Mayfair. But times have changed. Today, the biggest driver in London's super-prime residential market is age. Buyers of luxury homes are a lot younger, and a lot more demanding. In fact, Millennials and Gen Z now account for 45 per cent of the global luxury market. That's not to say Generation X and Baby Boomers aren't buying; there's simply a new 'kid' in town. In fact, nearly 20 per cent of all buyers at The Whiteley are either Millennials, or Gen Z.

It wasn't so long ago that marketing events organised by the manufacturers of private jets were 'invitation-only'. No more. Like many suppliers of luxury, they learnt fast that today, you never turn away a 20 or 30-something dressed in jeans and a t-shirt.

A lot has been written about the new generation of young, ultra-high net-worths, and some of it is even true. Yes, many still inherit their wealth but, increasingly, they are the men — and women — who are tech entrepreneurs, crypto-investors, influencers, pop stars and sporting icons for whom

globalisation, and all that has come with it, has delivered an incredible dividend.

Those catering to this market have had to adapt quickly; none more so than those designing the homes demanded by the next generation of ultra-high-net-worth individuals. Just as the sources of their wealth differ significantly from the generation of buyers who preceded them, so too does their vision of what makes the perfect home.

For the majority of young buyers of super-prime, wealth really is stealth, and getting that right is an art form. Exceptional design has shifted from a need to impress, which was easy to do, to the bigger challenge of accommodating highly curated lifestyles. Modern super-prime residences must use smart design to maximise spaces that facilitate lifestyles often centred on personal health and well-being.

Gone are the cigar terraces and the enormous dining rooms. In are spas, cryotherapy chambers, and meditation spaces, and a near-obsessional focus on the bedroom, the one space that can deliver the



commodity prized by successful people above all others — quality sleep.

Out, too, are the staff kitchens and living areas. If the new goal is to maximise every inch of liveable space for work and relaxation, staff living areas are dead space. To a generation that is comfortable with outsourcing almost every service imaginable, what they really crave is impeccable service.

Top hotel brands like Four Seasons and Six Senses, the latter a new entrant into the UK with fully serviced apartments at The Whiteley, remove the need to house your own cook and driver, garage your car, and travel across town to collect your dry-cleaning. With five-star services provided on your doorstep by the world's best in hospitality, you don't need those staff and you don't need a spare bedroom with a hotel in your building.

As Knight Frank reported this year, despite significant recent economic turmoil, the demand for branded residences is powering on, driven by buyers who want to maximise their lives, and the spaces they live in.

It's a dynamic market, driven by a broad spectrum of buyers with the means to command the best there is in quality, service and design, now no matter the demographic. And there's something to be said that, for a generation too often derided as solipsists with a desire to impress others online, those that are successful — and lucky enough to afford the best — know what makes a house, a home. ●