

Northacre headlines Future Lab's Luxury Futures Forum

Northacre plc, which recently sponsored the V&A's "What is Luxury" exhibition, has just announced that it is headline sponsor of trend forecasting agency The Future Laboratory's 10th "Luxury Futures Forum," due to be held at Claridge's on Thursday 3rd September.

It's a solid match-up for Northacre, as the super-prime developer is looking to break new ground in the luxury property space with its No.1 Palace Street scheme next-door to Buckingham Palace.

Hyper-trendy Shoreditch-based forecasting agency The Future Laboratory aims to "inspire and future-proof organisations," and has advised more than 1,000 brands in 37 countries since it started in 2001.

The Luxury Futures Forum comes with a thoroughly authoritative Luxury Futures Report, which has ambitions to "provide unparalleled insight into the key innovations and trends set to shape the luxury industry over the coming five to ten years." This year's event is a bit special, marking a decade of forecasts; it's the first time it will take place outside of the Future Lab HQ.

Northacre's CEO, Niccolò Barattieri di San Pietro, will join a pretty illustrious panel of industry-leading sorts to explore what is new, next and revolutionary in the luxury industry. Other panellists will include Alexandra Hoffnung and Sarah Watson, Creative Director and Vice President respectively of the Net-a-Porter group.

The half-day event includes grub by Claridge's executive chef Martyn Nail. Topics to be covered include "The New Consumer, or why authenticity, provenance and craft matter less to a new luxury consumer mindset", and a luxury interiors showcase of ten cutting-edge architects and designers that "are turning luxury retail, hospitality and beauty offers into an experience, a journey, even chance encounters and unexpected adventures."

There'll also be a discussion of "luxury trends rising"; a look at which new and emerging trends are set to affect and drive tastes over the coming 3–5 years. Future Lab's identified these as likely candidates:

Luxury Trends Rising

- **Altruvation** – Not known for its love of transparency or the environment, the luxury industry is rewriting the rules of engagement with the next generation of HNWI entrepreneurs.
- **Digital Access All Areas** – Once about acquisition, luxury is now about access, and the more exclusive, remote and rarified the better. Technological innovation means that digital can create luxury experiences like never before. Think Dior Eyes by DigitasLBi and virtual browsing by Harrods.
- **Seasonless Style** – Relentless seasonal cycles have become untenable, and luxury is re-inventing products and services that appeal across seasons as well as generations. Brands and projects to be explored here include Bottega Veneta, Faye Toogood and Donna Karan.
- **Revelation Retail** – Where you become the hero of the story, and brands embrace a new kind of serendipity and chance moments with their consumers. Instead of just providing transactions, luxury's most innovative retailers are creating experiences that consumers want to get lost in.

- **New Urban Guilds** – As placemaking becomes more important than ever in luxury, the monolithic flagship store model is being challenged by a more embedded retail vision. From Swire Properties in Sichuan to Molonglo Group in Australia, this tracks the return of the neighbourhood store and the rise of mixed-use spaces that are playing a role in the community.



Niccolò Barattieri di San Pietro: “The Luxury Futures Forum and Report is an invaluable resource for business leaders operating in the luxury sphere and we are delighted to partner with them for their biggest event to date. Northacre has been at the forefront of luxury property development for longer than any other developer and maintains this position by future-proofing its schemes through constant innovation and craftsmanship, rooted in timeless elegance.”

Martin Raymond, co-founder, The Future Laboratory: “Expectations of luxury are higher than ever and brands need to work hard to stay ahead. Today’s consumers arrive informed and sophisticated and business as usual won’t cut it. Northacre leads the way in London’s luxury property market, which in turn inspires real estate internationally – we are delighted to benefit from this insight and experience.”

Here’s a video from The Future Lab, talking about something they call “the long near”:

Tickets for the Forum are £1,250 before 13th August, or £1,500 after; you can buy them [here](#).

thefuturelaboratory.com/products/luxury15

northacre.com