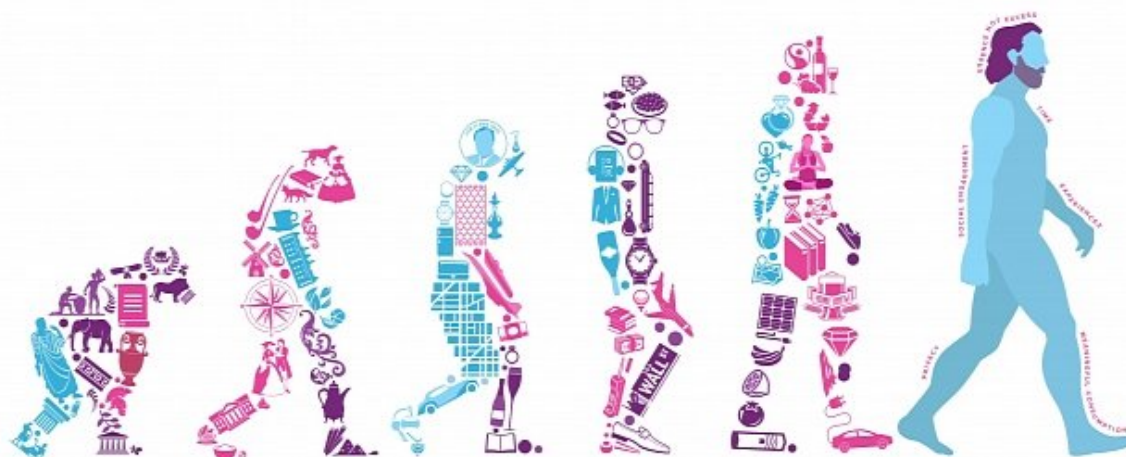


Volvo Wants to Know How Luxury Evolves

THE EVOLUTION OF LUXURY



Everybody wants to be unique and luxurious, and all the carmakers want to stay fresh and well ahead of their competitors. Volvo Cars wants its customers to trust its expertise when it comes to opulence and class, so it commissioned one of the world's most prestigious trend forecasting agencies to find out what exactly that is.

It may sound somewhat odd, but Volvo Cars is spending what must be a serious amount of cash to learn more about the evolution of luxury. Why? Because according to the Swedish automaker, luxury brands are facing the toughest challenges in their history, as consumers' expectations and perception of what constitutes luxury evolve faster than ever.

As a matter of fact, it's not the carmaker that prides itself on safety who is saying it, but Kjaer Global's preliminary findings from the report on the evolution of luxury commissioned by Volvo Cars. The trend forecasting agency has worked with giants like Sony, Nokia, Swarovski, IKEA, Gap and Toyota in the past, so it's safe to assume they have some experience with guessing what people want.

However, some petrolheads may wonder how this concept works. Can one understand how extravagance functions and whether or not it changes? Well, the Swedish carmaker believes that the nature of luxury has changed in the last decade, moving from a measure of asset- and ownership-related wealth to a scarcity of time and life-enhancing experiences.

Nevertheless, until early next year, when the report is due to be published, the auto manufacturer is only telling their buyers that luxury brands are facing the need to reinvent themselves to embody the modern interpretation of no-logo-luxury. In earthlings language, this means the heavily branded mass manufactured goods drop for more discreet branding and craftsmanship visible only to those “in-the-know.”

Sure, this could also be a way for Volvo Cars to build a breach in the current luxury market to get a piece of the pie too.