



**THE FUTURIST SERVICES**





# About

**The FUTURIST LLC**, founded by Paola De Luca, boasts thirty years of experience in the luxury sector and together with its international network brings vision and innovation.

In the age of Artificial Intelligence, The Futurist offers consultancy services that embrace knowledge and creativity, contributing to the development of new strategies. The Futurist ranges from research and data analysis to development and implementation support.

# THE FUTURIST LLC SERVICES

The FUTURIST LLC provides experience, network, insights, for the luxury and jewellery sectors, who facing digital and market disruption.

The FUTURIST LLC Consultancy provide insights in:

- **Design & Product Strategy**
- **Trend Forecasting**
- **Market Research & Consumer Insights**
- **Personalised Events**
- **A.I. Artificial Intelligence Marketing**
- **Content Creator & Curation**
- **Branding and Image**
- **Digital Strategy & Social Media**
- **Press & Editorial Projects**



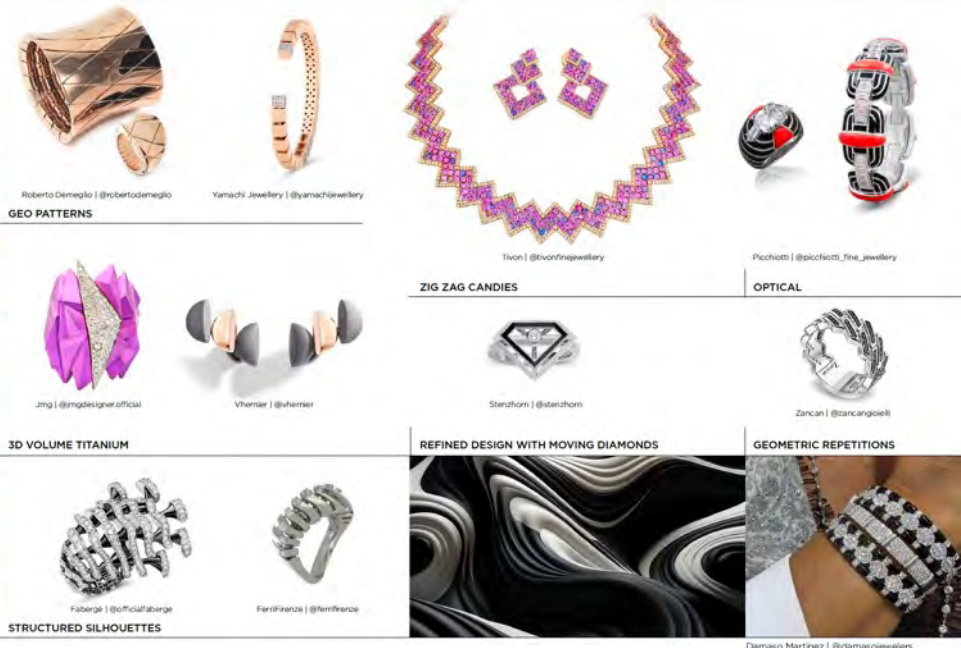




# Design & Product Strategy

**The Futurist** provides a Global perspective and Specialized Market Product Research and guidance with: Up-to-date Trend reports highlights, design concepts, methodology and merchandising guidance and systems Data analysis, design directions, silhouettes, colours and gemstones, materials, concepts and consumer trends. Consumer Direction Analysis; Exclusive inspiration banks and design banks; Hands-on design support, adding a fresh and innovative viewpoint.

## PATTERNOLOGY







# Trend Forecasting

**The Futurist** has the experience and tools to help your company recognise and execute the right solutions to prosper. In an ever-shifting market, spot all important opportunities to build brand loyalty with inspiring products that are in line with current consumer needs.

- +18 month reports translating global trends into applicable solutions.
- Region-specific consumer reports to help you have a better understanding of your target market.
- Global trade event reporting with product updates and trend analysis with design directions, new technologies, materials and market trends.







# The Jewellery Scenario

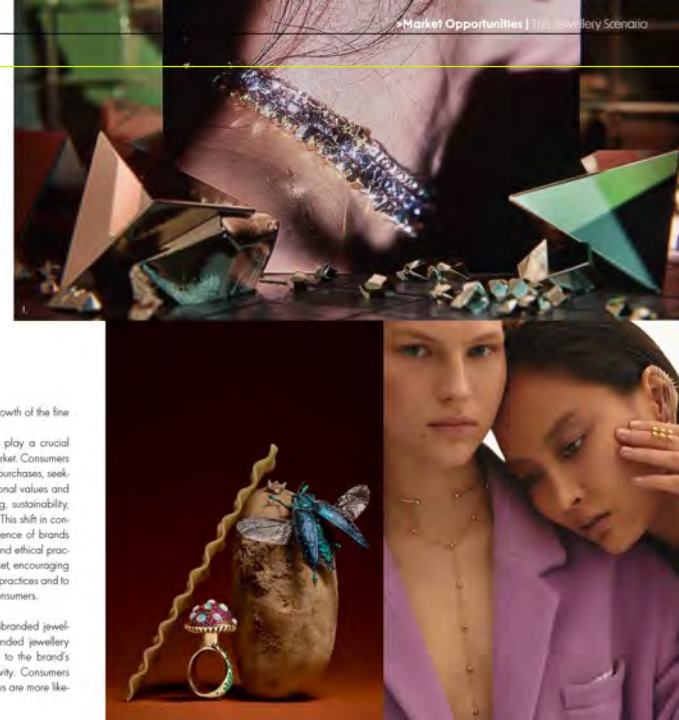
## GLOBAL MARKET OVERVIEW

The global jewellery market has always been an essential part of the fashion industry, symbolizing elegance, luxury, and personal style. The market has witnessed significant growth over the years, with consumers around the world showing a strong affinity for fine jewellery. However, several factors such as changing consumer sentiment, preferences, cultural diversities, and sustainability practices have influenced market trends and consumer behaviour.

Fine jewellery consumption has been on the rise in recent years, with consumers increasingly investing in high-quality pieces. Fine jewellery is often associated with special occasions such as weddings, anniversaries, or birthdays, making it a popular choice for gifting. The demand for fine jewellery is driven by its intrinsic value, craftsmanship, and the emotional value it holds for the wearer. Moreover, rising disposable incomes and increasing urbanization in emerging economies

have contributed significantly to the growth of the fine jewellery market. Consumer sentiment and preferences play a crucial role in shaping the global jewellery market. Consumers today are more conscious about their purchases, seeking products that align with their personal values and beliefs. They prioritize ethical sourcing, sustainability, and transparency in the supply chain. This shift in consumer sentiment has led to the emergence of brands that emphasize responsible sourcing and ethical practices. This trend has influenced the market, encouraging more companies to adopt sustainable practices and to cater to the evolving preferences of consumers.

When it comes to branded versus unbranded jewellery, consumer preferences vary. Branded jewellery often carries a higher price tag due to the brand's reputation, craftsmanship, and exclusivity. Consumers who value brand recognition and status are more like-



## DEMOGRAPHICS AND PSYCHOGRAPHICS

Consumers in 2025 are greatly attuned to change, they expect it every step of the way, and are therefore, craftier at making the best of situations. These 'enlightened' consumers do not seek to contend with volatilities and uncertainties, but are ever prepared to rise around them. In the words of Nassim Nicholas Taleb, they are 'Antifragile' - who are not only undeterred by chaos, but thrive in it.

The 2025 luxuriant places vital importance on attaining the best of life, products and experiences through implementation of three overarching directions: rejuvenating joyful escapism,

remixing human-machine synergies, and interweaving regenerative equilibrium to lives. 'The Rejuvenators' are seeking play, awe and joy in times of heightened dread and fear. While Lancet's research states over 45% (aged 16-25 years) find their feelings about climate change negatively affect their daily life and functioning, and Wunderman Thompson finds over 71% are anxious about the state of the planet, many desire to offset the fear with heightened expressions of fun - with 83% actively seeking out experiences that bring happiness, 72% yearning for joy. The Rejuvenators acknowledge times are hard, and resonate with Katherine May's quote, "If there were a spirit of this age, it would look a lot like fear," but they are motivated by the knowledge that a sense of wonder, awe and playfulness can act as an antidote of resilience and hope in trying times. Louis Vuitton and Yayoi Kusama's hyper-surreal collaboration, Samsung Galaxy's Pokemon cases, Fanta's 'truly playful' global rebranding and MSCHF's red-boots inspired by Astroboy - are all signs that brands are already listening to The Rejuvenators.

**"We are fun-deprived"**  
Mike Rucker, psychologist and author of The Fun Habit

'The Remixers' combine human and machine intelligence to reimagine new fluid constructs and reestablish full-spectrum ideals of future. The accelerated rise of generative AI and machine intelligence has brought about a divisive and polarised world. On one end legislators, policy makers, universities and corporations are rushing to harness and regulate AI's sudden and unprecedented growth and impact on industries and society, on the other artists, creatives and brands are maximising its potentials in a

# Market Research & Consumer Insights

The Futurist is specialized research and data analysis to identify and define market positioning, innovation and strategies, new market segments, emerging countries.

We provide content for market research in the luxury industry and segments:

- Tailored market research and presentations
- Region-specific market research
- New market segments
- Data & sales analysis
- Consumers insights
- Emerging phenomena



# Personalised Events

**The Futurist** offers unique creative solutions, from producing private events to extending multi-channel support. The Futurist adopts a holistic approach to marketing and transformation in the luxury and jewellery sectors. The emphasis is on implementing engaging strategies and experiences that capture audience attention on various levels. Committed to supporting partners in developing new ideas and strategies that drive the success of an ever-evolving industry.

- TREND PRESENTATIONS & TALKS
- POP-UP STORE & TRUNK SHOW CONCEPTS
- EXCLUSIVE EVENTS
- ARTNEIMENT (A.I. immersive art experiences)







WISHING  
FOR  
NEW HORIZONS  
IN  
2024



thefuturistluxuryforecasting.com

# A.I. Marketing

**The Futurist**, with its vast experience in the sector of luxury, has established a creative collaboration and pioneering with A.I. artists to conceive campaigns and innovative marketing concepts that redefine the concept of story-telling, both in the digital and analogue worlds. These collaborations consolidate the deep understanding of market trends and needs with creativity and new horizons of artificial intelligence.

The result is campaigns that capture the public's attention, opening up and leads to engaging narratives that challenge traditional limitations. This union between human creativity and artificial intelligence creates a unique synergy, allowing you to transform stories into exciting and engaging experiences, thus helping to shape the future of marketing in the luxury sector and jewellery.





# Content Creator & Curation

**The Futurist** specializes in collection of data and analysis to identify and define targets of reference. Specialize in coming up with creative ideas and strategies to engage effectively the public.

Furthermore, The Futurist possesses a unique talent in creating 'Phygital Experiences' by combining the analogue and digital world with a fluid approach through omni-channel strategies.

The Futurist offers valuable launch support marketing for new products, brands or jewelry collections. It provides an exclusive toolkit and comprehensive support across all media, including creating digital content for websites and social platforms.

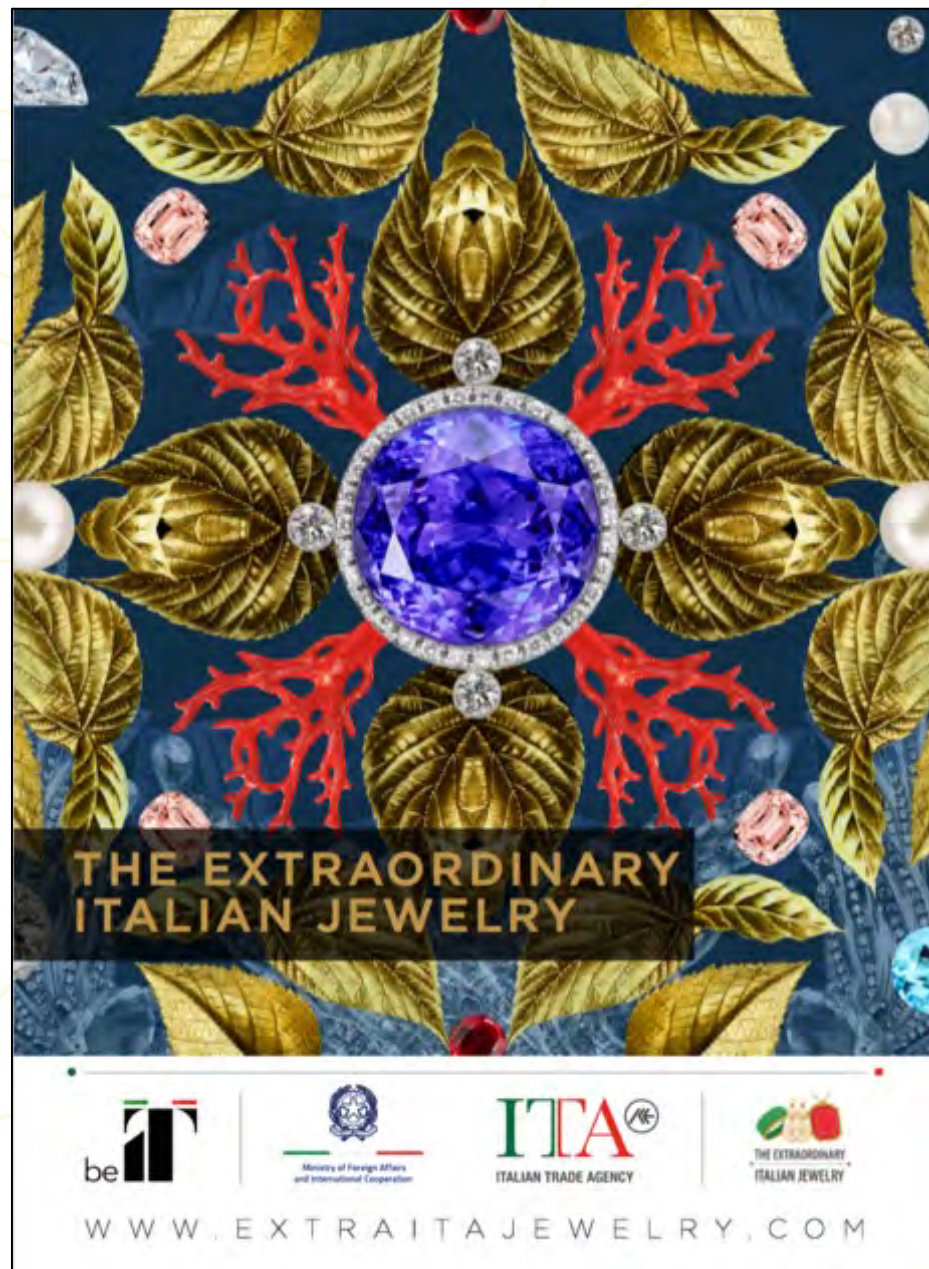


# Branding & Image

**The Futurist** contributes with great experience to the repositioning of brands and companies based on analytical data and geographical targets and market segment.

Our Team delivers a transversal contribution in both the digital and analogue fields.

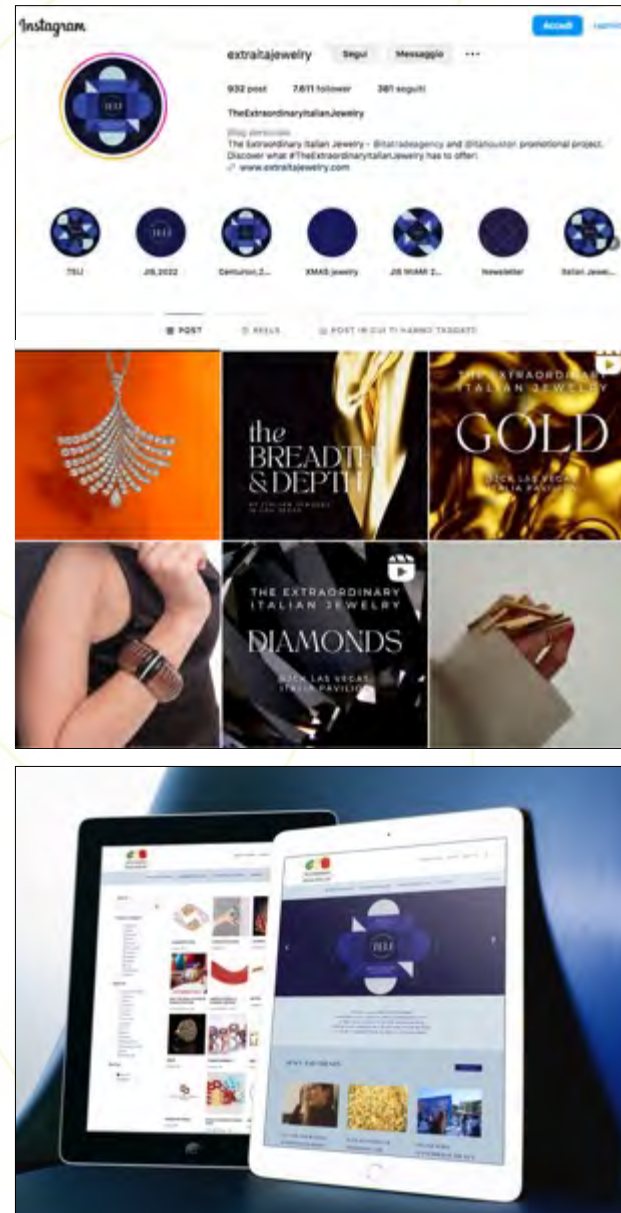
The services range from digital communication and Influencers Marketing to online community management. These include strategies and social media management, as well as live broadcast management.





# Digital Strategy & Social Media

**The Futurist** designs customized communication strategies for brands, companies, institutional organizations and independent designers. Our expertise extends from creation of a user-friendly digital experience for e-commerce sites, institutional platforms, blogs and marketing activities. Experts in creating efficient websites, we manage social media channels with a B2B and B2C focus.





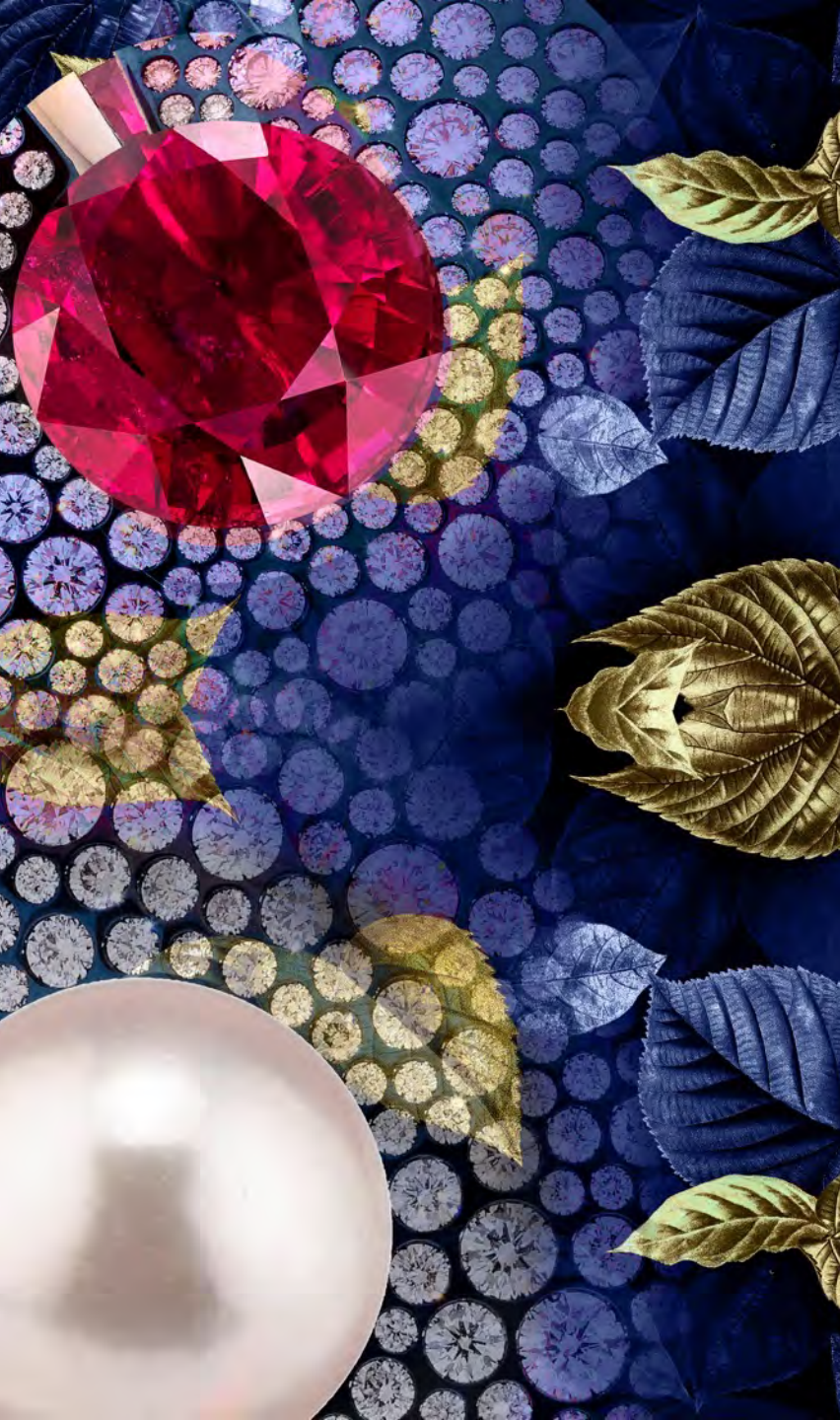


# Press & Editorial

**The Futurist** promotes the importance of digital marketing as a tool for e-commerce, using it to reach the target audience with messages that bring not only to conversions but also to greater loyalty. The Futurist Team designs and develops editorial materials and corporate presentations such as look books, catalogs and the creation of digital identity.







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