

IS THE FUTURE OF LUXURY TIME?

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London – At The Future Laboratory's Luxury Futures Forum yesterday, we asked our guest speakers to speculate what the luxury experience might look like in five years.

Speakers Dr Tara Swart, neuroscientist-in-residence at the **Corinthia Hotel London**; Sandrine Deveaux, managing director of Farfetch's **Store of the Future**; and Ghislaine Boddington, co-founder and creative director of body>data>space, all shared their views on the future of luxury.

When asked about the future luxury experience in particular Dr Tara Swart said it was moving from a focus on the body to being more about approaching experience through neuroscience to explore brain-body connection. For Deveaux, with luxury fashion, the future experience will revolve around time. 'Our time is actually luxury,' she said. 'The more time you give back to your customers, the more they will love you.'

Boddington speculated that, in five years, consumers would be able to connect and interact with others through individual immersion domes.

The Big Picture

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