



## Are you part of Generation Less?

The new consumer demographic we're seeing through the explosion of pebble readers, has been defined. Say hello to Generation Less.

Georgina Wilson-Powell 8 February 2019

   |  <http://bit.ly/2BnU8du>

This year's Positive Luxury Predictions report has come up with a new demographic of consumer - Generation Less.

Not bound by age or gender, this new consumer section is not only concerned more with sustainability than acquiring more stuff, it will also hold the key to brands' future success.

And they need to start taking notice.



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Saturday 27 April  
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Generation Less shoppers (of which pebble readers would mostly fall into this category) care about what their brands are doing and expect better guardianship of land, resources and people than the way most multinationals behaved before.

Positive Luxury's co-founder and CEO, Diana Verde Nieto defines 'Generation Less' as: "A new, ageless demographic that is united by a values-driven mind-set. They cherish experience, convenience, personalisation, work-life balance, and are more environmentally and socially conscious than any other social group we've seen before."

### Key characteristics of Generation Less

- Buying less, buying better
- Valuing quality over quantity
- Wanting to work for brands whose values match their own
- Cherishing experiences over things
- Well educated on zero waste and the circular economy
- Interested in fair supply chains

To appeal to Generation Less, luxury and mid range brands need to focus on their giving back strategies, minimising waste and plastic, demonstrate responsible sourcing and move to more plant-based and vegan friendly materials.

Positive Luxury's report calls out a few brands who have already shifted strategies to appeal to this lucrative and fast growing market.

- Kiehls are committed to including at least three natural origin raw materials in 98% of its formulas by 2020. The skincare brand ensures consistent recycling in their stores with the aim to include at least 30% of post-consumer recycled materials in 100% of their saleable packaging.
- Bentley Motors, who focuses on the environmental, social as well as economic impact of its organisation. An illustration of this is the recent construction of the UK's largest ever solar car port at the company's headquarters, 10,000 solar panels which generate a capacity of 2.7 MW of power and has the potential to reduce CO2 by 3,300 tonnes per year.
- Luxury watch brand, IWC Schaffhausen, says "We strive to complement international initiatives including the UN Sustainable Development Goals, in our manufacturing but also in the work environment IWC provides."

**What do you think? What brands have you been impressed by? Tag your replies on social media with #everydayactivism and we'll share.**

*Founded in 2011 by entrepreneurs Diana Verde Nieto and Karen Hanton MBE, Positive Luxury is a platform which inspires people to buy better and influences brands to do better via their Butterfly Mark. Working with beauty, fashion, travel and lifestyle brands, the annual Predictions Report distils the key trends across the luxury sector and offers insights into companies who are innovating to great success.*

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