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**T**HERE'S A reason genuine luxury items stand out in the cacophony of on-trend products today. While some of us might wince at the cost of the comforts afforded by wealth, investing in a luxury item can add to a financially secure future—and here's how. Dr Anurag Kanoria, director of The Great Eastern Home, explains, "When done right, investing in luxury items can help mitigate the possible negative consequences of a financial crisis." From jewellery to haute couture, here are some luxurious avenues that are indisputably worth your money.

## THE GOOD LIFE

Given the transient nature of purchases today, we wouldn't be wide off the mark if we said that it is indeed a luxury to own an item that either appreciates in value over time or lasts you a lifetime. From mere indulgence to a lifetime of value—it's time to alter your approach to luxury acquisitions

*e-Alinda.Gupta@timesgroup.com*

**●●● AFFAIRS OF THE ART**

"High-value paintings and their acquisition, in a sense, denote status and wealth. And the likelihood that their value will appreciate over time makes them even more alluring. Moreover, luxury items are usually rare or unique and are created in keeping with the highest standards of craftsmanship. The unbounded aesthetic pleasure one derives from handling such products is immeasurable," shares Kanoria. This is probably why art collecting has picked up considerably in India, with not just art connoisseurs, but also businesses, consultants and individuals taking an active interest in it.

**●●● STANDING THE TEST OF TIME**

As a part of its rich heritage, every watchmaker regales us with stories of its patronage, which includes the likes of pilots, writers, naval officers, scuba divers, and other professionals who weathered the toughest of conditions with their timepieces held close. That's the inimitable legacy of classic timepieces. Diana Verde Nieto, co-founder of a London-based luxury goods company, Positive Luxury, explains, "It only makes sense to spend £1,000 on one item, one that you will wear consistently for five years rather than spending £100 every month on several pieces that you'll grow tired of

after a single use." Renowned brands like Patek Philippe and Rolex are synonymous with luxury timepieces whose value is known to appreciate over time. Many people indulge in these brands as they offer the best in luxury time-keeping, and will greatly grow in value in the years to come.

**●●● WHEEL IT IN**

Vintage cars are a sight to behold with their iconic designs and rare-to-find infrastructure. Many a times, throngs of people will huddle around a car, admiring it with an aspirational gleam in their eyes.

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Depuis 1775

**Breguet La Marine**  
Chronograph 5527

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Kolkata: Exclusive Lines 033 22820626 Mumbai: Art Of Time, Napeansea Road 022 2362337/4499 - Time Avenue 022 26515757/5858  
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# The GOOD LIFE



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You simply can't deny the old-world charm of an Aston Martin or a Rolls-Royce. Buying a timeless automobile also brings with it a sense of belonging as you become a part of exclusive social circles and clubs that celebrate their cars and enjoy the privileges of being associated with these brands. From the coveted Ferrari to the Aston Martin and more—automobiles are well-known for their noteworthy commemorative editions. Revivals of classic models produced in limited numbers that quickly become a petrolhead's desire.

**OLD IS GOLD, INDEED**  
"Although trends come and go, jewellery is a long-term luxury product—it can never go out of style. Unlike the fast-paced and changing scope of the fashion industry, jewellery acts as an inelastic, valued aspect of the industry," shares Vandana Jagwani, the creative director of Mahesh Notandass Fine Jewellery. Certain gems such as diamonds are known to appreciate in value with time. Often, heirloom pieces, made of gold, platinum, or some other metal, sell for an exorbitant price owing to their distinctive qualities and



the sheer prestige of owning them. She adds, "Gold is an extremely stable commodity that stays within families for generations. The security of the investment is a worthwhile prospect that adds value personally and financially. Gold can be considered one of the most effective and least risk-bearing forms of investment." Indian jewellers find eager buyers in every corner of the world. Then there's the fact

that the use of gold metal isn't limited to jewels; for instance, setting a record for any 20<sup>th</sup>-century sculpture, Sotheby's New York auction sold a 1950s bronze sculpture for approximately ₹ 2 crore.

**EVERYONE WEARS PRADA**

Haute couture is the sartorial brainchild of select fashion designers who handcraft garments—from start to finish—and therefore, promise quality and panache that will never go out of style. As you gush over the latest Chanel jacket or the Hermès Birkin bag, there is more to luxury fashion than meets the eye. "Pieces will be more durable and less trend-driven, they'll last for decades, and the resale value is significant. Some designer bags, for instance, actually appreciate in value if they're well taken care of," shares Nieto. Brands such as Louis Vuitton and Hermès are known for their timeless craftsmanship. And of course, we already know the famed, draw-out waitlist for the coveted Birkin bag, world over. "Needless to say,

the distinct offering in terms of craftsmanship and timelessness is something that justifies the premium [value] of a product," shares fashion designer Amit Aggarwal. A far cry from the frivolity associated with luxury items, today, they are sought-after for their functionality, longevity and heritage value. Not simply an indulgence anymore—luxury is style with sensibility.

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