



Personal Luxury in the Philippines

October 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Designer apparel and footwear (ready-to-wear) benefits from both digitisation and “Quiet Luxury”

Luxury eyewear gets the personal touch and incorporates AI

Luxury jewellery benefits from influencer marketing

Luxury leather goods see a sustainable makeover

Luxury wearables gain smart functions in line with technology developments

Rolex remains seen as the king of luxury timepieces

Luxury writing instruments and stationery offer affordable status symbols

Super premium beauty and personal care continues to benefit from post-pandemic boom

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Ongoing demand for sustainable materials and “meaningfulness”

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DISCLAIMER

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