

Lifestyle Segmentation Documentation for Luxury Brands

1. Overview

This document outlines lifestyle-based segmentation frameworks and ideal customer profiles for luxury brands. The purpose is to identify and describe key consumer segments based on their values, activities, interests, and opinions (AIOs), supporting targeted brand strategies and communications.

2. Segmentation Criteria

- **Values:** Attitudes toward quality, exclusivity, prestige, sustainability.
- **Interests:** Fashion, travel, art, wellness, gastronomy.
- **Activities:** Leisure pursuits, shopping habits, events attended.
- **Opinions:** Perceptions on luxury, brand authenticity, innovation.
- **Socio-demographics:** Income, occupation, education, urban/rural status.

3. Key Lifestyle Segments

Segment	Description	Key Traits
Established Elites	Traditional, legacy-oriented, value exclusivity and heritage brands.	High Net Worth, Tradition, Collecting, Classic Taste
Experiential Seekers	Prioritize memorable experiences over possessions; interested in travel, art, and fine dining.	Adventurous, Travel, Wellness, Culture
Digital Connoisseurs	Tech-savvy, follow trends through digital channels and social media, favor digital-first luxury brands.	Connected, Influencers, Innovation, Early Adopters
Responsible Luxurians	Prioritize sustainability and ethical consumption; prefer brands with authentic social responsibility.	Sustainability, Eco-friendly, Transparency, Conscious Spending

4. Customer Persona Example

Persona: The Experiential Seeker

- **Name:** Michael, 38, Entrepreneur
- **Lifestyle:** Extensive global travel, collects memorable experiences rather than products.
- **Values:** Discovery, self-expression, connection, wellness.
- **Preferred Channels:** Instagram, YouTube, boutique travel agencies.
- **Brand Touchpoints:** Curated events, luxury retreats, experiential pop-ups.

5. Data Collection Methods

- Surveys and interviews on values, motivations, and attitudes.
- Analysis of purchase history and digital engagement.
- Social listening on relevant platforms.
- Market and trend research reports.

6. Use Cases

1. Personalized marketing campaigns for different segments.

2. Product development aligned with segment-specific needs.
3. Experience curation and event planning.
4. Channel strategy optimization.

7. Review & Updates

Lifestyle segmentation should be reviewed bi-annually to reflect changing trends, customer behaviors, and market dynamics.

Last reviewed: _____