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WINE SKEWS YOUNG

➔ You just may see younger-than-average crowds at the first Oakland Wine Festival on July 18. The surging sales of wine and the proliferation of festivals dedicated to it over the last decade are typically attributed to baby boomers, but a recent report suggests a younger generation is a big piece of consumption rates. According to the Wine Market Council, an industry nonprofit, millennials represent only 29 percent of total wine drinkers—but they drink 34 percent of all wine consumed. By comparison, baby boomers represent 41 percent of total drinkers but consume only 37 percent of all wine sold.

SOURCE → 2014 CONSUMER CONSUMPTION HABITS, WINE MARKET COUNCIL, WINMARKETCOUNCIL.COM; OAKLAND WINE FESTIVAL, OAKLANDWINEFESTIVAL.COM

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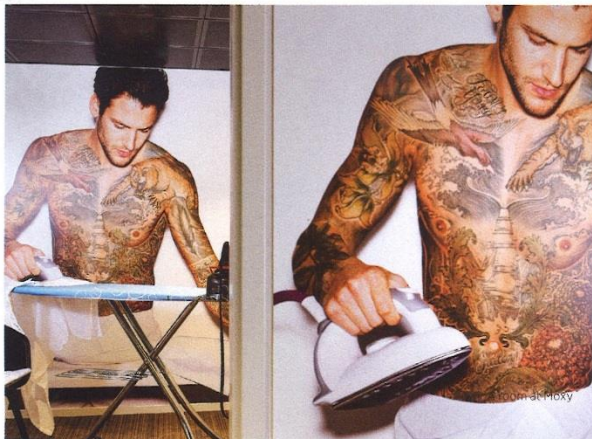
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SEEING RED

➔ Rubies were the stars of this year's Baselworld, arguably the world's most important watch and jewelry trade show. A number of brands turned out collections using the stone, which has always been prized because of its scarcity. Rubies' rarity, in fact, is the reason the market was previously in decline. But in December 2013, a record-setting auction brought in \$43.2 million for rubies from a new deposit discovered in Mozambique in 2009, which has yielded stones of exceptional quality. While more high-quality rubies may now be available, strong demand from Asia—particularly China, where the color red carries a lot of significance—will keep consumer prices high.

SOURCE → "3 BASELWORLD 2015 TRENDS: FLOWERS, ROSE GOLD, RUBIES," BLOUIN ARTINFO, BLOUINARTINFO.COM; "GEMFIELDS ACHIEVES RECORD-SETTING REVENUE FROM RUBY AUCTION" BY ROBERT SPENCE, MINING GLOBAL, MININGGLOBAL.COM; "RUBIES IN THE SKY WITH DIAMONDS," THE ECONOMIST, ECONOMIST.COM



ACCOMMODATING MILLENNIALS

➔ Millennial fever has reached new heights in the hospitality industry as hotel groups create brands to attract the affluent members of this inscrutable demographic. Common elements include urban locations; small, sparsely decorated rooms; "artisanal" food and drinks; and public areas that encourage interaction among guests. In the last year a slew of such hotels with quirky names have launched or expanded: Canopy by Hilton, Moxly by Marriott, AC Hotels (also by Marriott), Hyatt Centric, Aloft Hotels by Starwood. Many others are on deck to open. The question is: How many of these brands will remain when millennials grow older and desirous of more comfort and privacy?

SOURCE → "HOTELIER OF THE YEAR: THOSE DARN MILLENNIALS," HOTELCHATTER, HOTELCHATTER.COM