

SMALL JOYS

As people grapple with permacrisis, they're turning to luxury as a means to seek joy and comfort. The 'lipstick effect' is underway, with people seeking respite from a harsh economic climate in little luxuries and different luxury ownership models as a way of pushing back against the sacrifices being made elsewhere.



ISSUE 07.

Behavior Impact Luxury

A highlight of key insights impacting the ways the

TOOLKIT

Trend Snapshot

Inspire and inform your work with a deep dive into an emerging trend

We use desk research and thought leader interviews to reveal new trends. The snapshot is presented in a visually-led deck and can be used to spark new thinking at internal events such as team strategy days.

Great for:

Strategic visioning
Team ideation
Annual planning

Starting cost:

£12,500 / \$18,000

1x thought leader interview & 1x English-speaking market
Pricing for other audiences available on request.

Min turnaround:

4 weeks

Getting Real

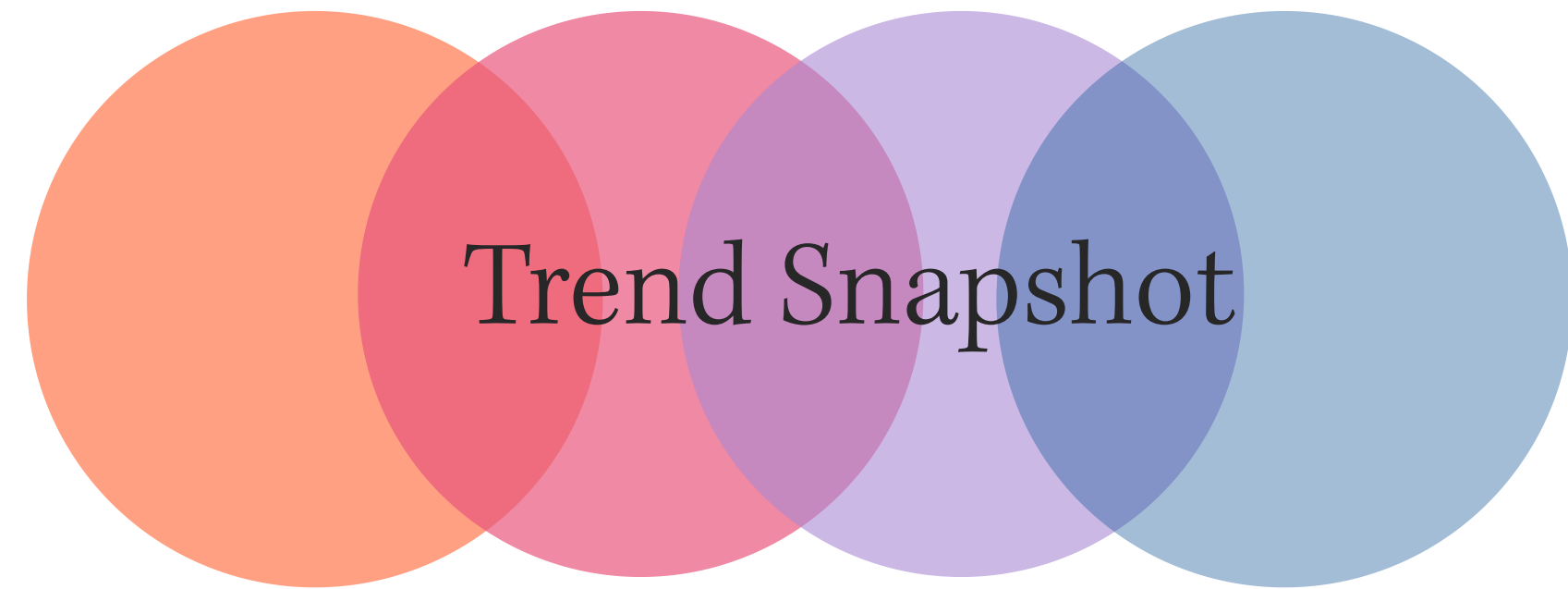


Luxury brands are under a microscope. People's expectations are rising when it comes to quality and credibility, and consumer awareness of inauthenticity has seen many abandon brands that don't meet their standards. Across sustainability, inclusivity, and quality, canny consumers are spending with brands that demonstrate purpose and clear values.

Attitudes



METHODOLOGY



RESEARCH

Desk Research + Literature Review

Researching the Canvas8 Library and secondary sources such as news articles, books, opinion pieces, peer-reviewed studies, white papers, reports, and social media.

ANALYSE

Thematic Clustering

An approach that surfaces the most important and prevalent themes from social research.

RESEARCH

Expert Interview

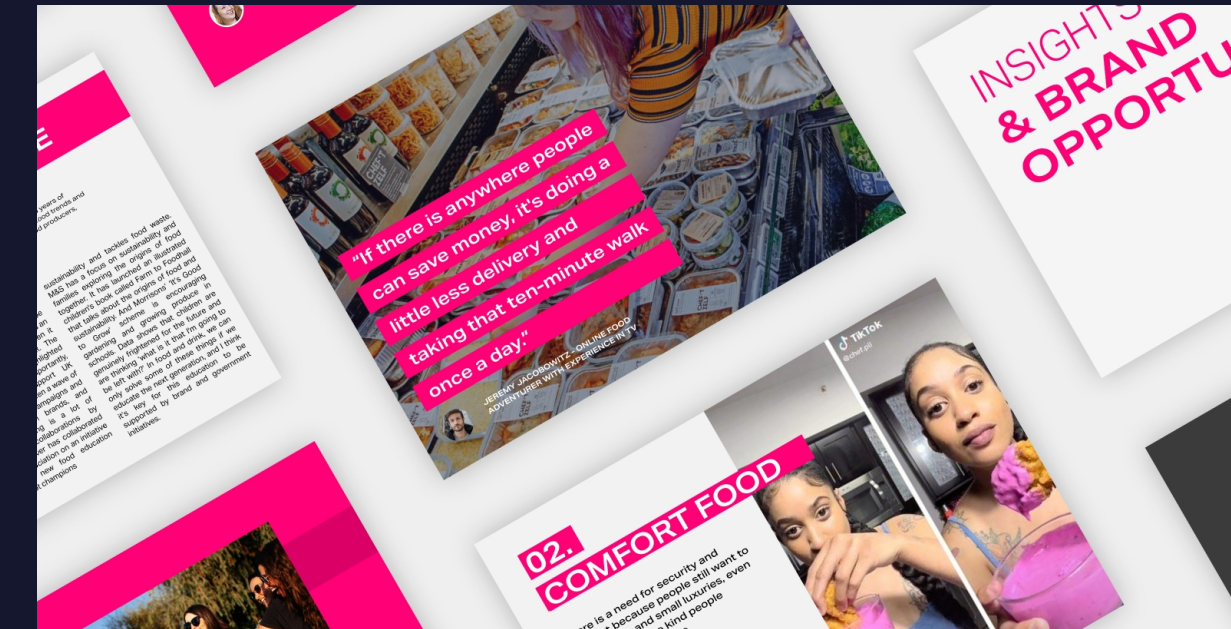
An interview with a thought leader or tastemaker to quickly synthesise decades of research, knowledge, and experience, adding authority to the insights and reporting.

NARRATIVE

Trend Themes

Descriptive summaries of emerging trends to give teams a rich understanding of the key shifts bubbling up in culture.

WHAT WE DELIVER



Behaviour Snapshot:

An executive-level 15-slide deck to communicate the most important findings from the project.

USE CASES

I want to... uncover new trends impacting a specific audience, market, or sector.

I want to... dive into case studies to pinpoint new opportunities.

I want to... leverage authoritative insights from tastemakers.

Presentation Deck – optional:

A highly visual, thought-provoking deck and presenter notes designed for in-person delivery. Not included in starting cost.

Webinar – optional:

A digital video presentation, seminar, or workshop that's hosted/moderated by Canvas8, sharing the ideas and insights in an interactive format. Not included in starting cost.



Canvas8 are a leading behavioural insights practice. Working across media, communication and product design, we harness a range of research methods to reveal practical insights into what audiences really think and do.

Get in touch with your account manager to learn more.