

## GOLD MINE

In the midst of a recession, consumers are trading up for premium products. They are gravitating towards affordable luxuries, products that provide a higher level of quality, taste, and aspiration towards a higher status. Examples of affordable luxuries include fine dining, premium alcohol, and high-end skincare. A common theme to communicate luxury is gold and 24 Karat gold is the "in vogue" ingredient being used across segments.

Need to step out and be seen? Gold is a popular design element being used in bars and restaurants. **Gold Bar** in NYC uses over the top decorations such as gilded skulls, gold chains, and gold leaf ceilings. Abroad, **Dolce & Gabbana** opened **Gold** restaurant, described as "the first concept restaurant created by Dolce & Gabbana. Gold is an upbeat, sunny colour, the colour of energy, luxury and a new dolce vita, signifying a taste for beauty and for sensual pleasure."

Looking for a super premium cocktail? **Donald Trump** launched his own vodka called **24 Karat Gold Super Premium Vodka**. To echo the brand's name and luxury positioning the vodka is packaged in a handcrafted bottle with a hand-applied 24 Karat gold label. **Gold Flakes Supreme Vodka** features edible 24 Karat gold flakes that float inside its sexy, bulbous bottle. **Cointreau's** newest introduction is **Caviar**, which uses an innovative technique to transform the liqueur into "solid" pearls. These solid pearls are iridescent and made of ingestible 24 Karat gold flakes.

Need to pamper your skin? **Nano Gold Energizing Cream** by **Chantecaille** features nano particles of 24 Karat gold that delivers moisturizing, antioxidant, and anti-inflammatory properties. **Linden Leaves Gold Package** includes 23 Karat gold leaf spray, oil, body lotion, shower gel, and shimmer mist. **Jane Iredale** offers a line of **24 Karat gold dust powder** in a variety of shades.

If you want ultimate decadence, you can splurge on **Serendipity's \$1,000 Golden Opulence Sundae** that highlights five scoops of Tahitian vanilla bean ice cream covered in 23 Karat edible gold leaf. It is garnished with multiple expensive ingredients such as Amedei Porcelana chocolate, Parisian exotic candied fruits, and passion fruit and Armagnac infused Grand Passion Caviar. To complete the ensemble it is served in a "Baccarat Harcourt crystal goblet with an 18 Karat gold spoon inlaid with Mother of Pearl."

Want a taste of luxury? Let Trendincite custom-design an opulent trend excursion to indulge your senses and inspire your new luxury products.

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Regards,

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