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Where is This Luxury Lifestyle?

Luxury lifestyle used to be configured around easily framed categories including travel, high living, art, cars, yachts, fashion and more. What has changed is that these categories and their listings are no longer just accepted but now challenged by a new approach to luxury – a revised and renewed style of living defined by where you live.

Where luxury lifestyles were held hostage with glossy, the lifestyle requirements have radically changed this decade as the recession continues to smoulder and the unstable world economies press on in its reverberation. So where does this new understanding of lifestyle come from? The engagement with luxury is first and foremost about your positioning in the world and that principally relates to the city that you live in.

Andrew Shirley, editor of The Wealth Report, says the key insights from the 2012 edition show an increasing influence of global wealth flowing into prime property. According to the report's unique 'Attitudes Survey', lifestyle and investment are still the drivers for luxury second-home purchases.

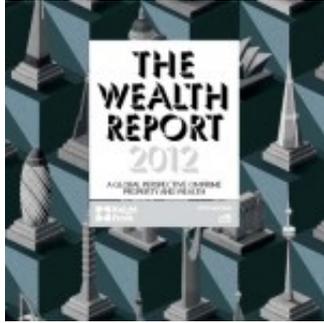
The 2012 Wealth Report (Knight Frank and Citi Private Bank) revealed that a city's top scoring luxury indicators are personal safety and security, economic openness and social stability. London comes up as the city that scored highest in all these categories this year. New York, London, Hong Kong and Paris are then listed as favourites for high-net-worth individuals. Monocle magazine's editor Tyler Brule said "Making yourself at home is luxury".

So all things being equal luxury is not about the second home in Plett or the max pad in London or Cape Town it is about defining what luxury means to an individual and finding habitation there; in the act of making yourself at home, comfortable. Luxury then means looking at social stability in a new way and finding the balance of mind surrounded by a strong community – that's bona fide luxury.

[By Daniel Scheffler](#)

This entry was posted on Tuesday, July 3rd, 2012 at 12:12 pm.

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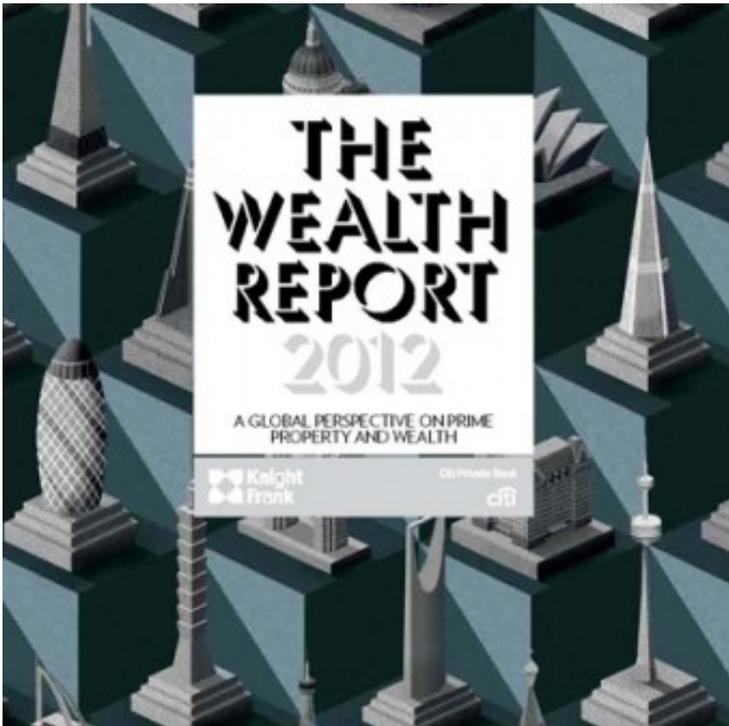
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