

+26%

Engagement
growth with
'Quiet Luxury'
on Codec over
past quarter

QUIET LUXURY

A RETURNING TREND IN TIMES OF ECONOMIC DOWNTURN



In times of economic downturn luxury consumers look for more discreet methods to showcase wealth and status.

It's typically driven by growing inequality, **kick-starts a movement to minimalism**, and results in a rankings rejig amongst luxury power brands.

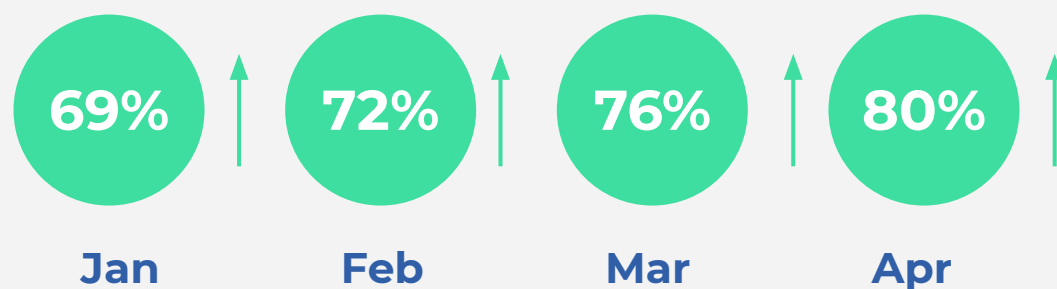
At Codec we're seeing consumer demand for pared down luxury trending across fashion, interior design and status symbol aesthetics.

It's a move that indicates luxury consumers are prioritising spaces and designs that showcase their wealth to either a select few, or those in the know.

LUXURY AESTHETICS ARE TRENDING QUIETER; HIDING WEALTH IN PLAIN SIGHT

Interior Design

Minimalism



Jan

Feb

Mar

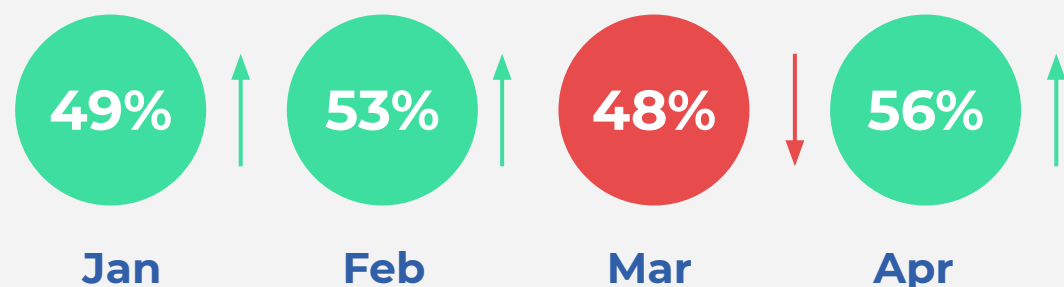
Apr

Using a unique AI algorithm, the Codec platform tracks billions of digital content engagements in real-time.

We track cultural communities; groups of consumers linked by shared values, leaders, symbols and behaviours.

High-End Fashion

Understated Style



Jan

Feb

Mar

Apr