



ROBERTO COIN

THE EXPECTATION OF  
THE NEXT GREAT CONSUMER GENERATION

## **April 2009 - Baselworld press release**

Probably it is a matter of feelings or maybe I am trying to understand the difficulties of the economy, which has managed to brutalize our business and maybe our future.

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I believe that in this particular time **the younger generations have changed their attitude to life**. Young people have different desires like computers, mobiles and cars that make them love in a new way. They look forward to going to holiday, eat good food and good wine. etc., etc.

They are focused on sharing emotions and experiences much more than in the past, and they have lost interest on the old-fashioned **precious** material present.

## **The culture and the origin of jewellery fashion**

- From Egypt to Crete and Greece (700 BC to 1150 BC)
- The Etruscan and Roman fashion influence (800 BC to AD 476)
- From Rome to the Byzantine Empire and the Middle-Ages (AD -450 to -1500)
- The Renaissance, Italy and fashion (15th and 16th centuries)
- Seventeenth-century baroque fashion
- The eighteenth century, France and luxury fashion
- The nineteenth century and modern luxury fashion
- The rise of the yankees
- The twentieth-century fashion explosion
- The sixties
- The seventies
- The eighties
- The nineties
- The noughties
- 2009 and beyond
- Modern business principles (like digital luxury)

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**I truly feel that this is the century of women**, we will need their capability to go forward as they are able to establish the new platform for the future world. I love women, they are more intelligent and sophisticated than ever, but most of all they are collectors of sentiments and **they have become the new target we need to focus on for our current communication.**

**We have to change our creativity in order to meet the new taste of these women**, who want to dress in a different way, to feel themselves unique and avoid homogenisation.



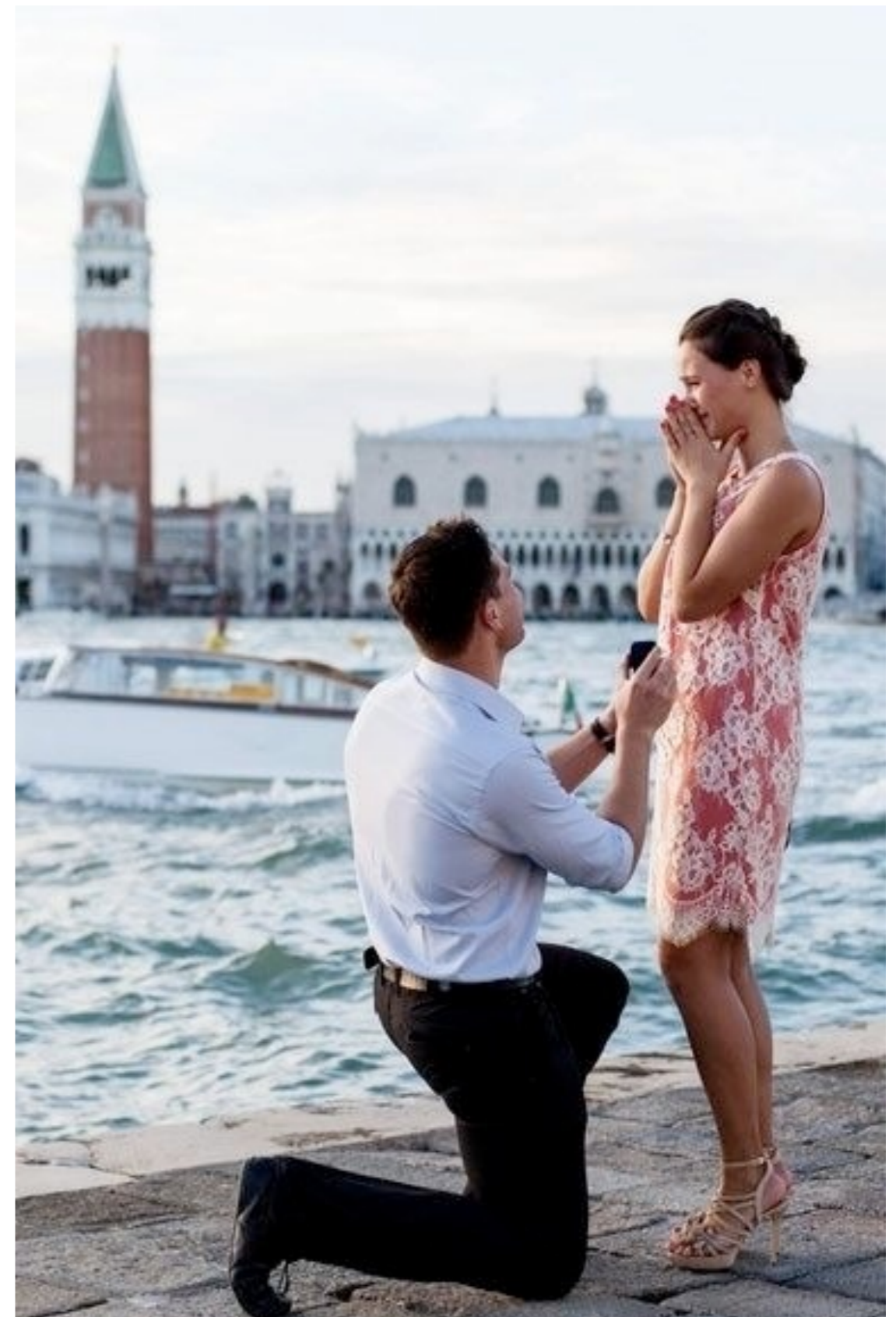






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**We need to understand fashion, to share emotions, define the new ways to make women feel happy and to remind the young generations that jewellery does create emotions besides beauty.**



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Coming back to reality, not everything from the past has to be changed. **Traditions will remain as they can't be taken away from our story.** They are the bases of our culture, of our endless inspiration and our versatility and they are the best advisors to be able to create **the new sophisticated ethical Luxury.**

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With my long-lasting experience, **I am sure that a simple handwritten letter or a flower are able to give emotion to a woman but I also confirm that a jewel is the most realist materialization of dreams and of true love.**



*“The future belongs to those people who believe  
in the beauty of their own dreams... and I still dream.”*

*Robert A. Heinlein*



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