

THE NEW PRIVATE LUXURY

2026 EDITION

HOW AFFLUENT BUYERS
ARE REDEFINING HOME, PRIVACY & LIFESTYLE



Photo: Vilea Property Boutique

A JOINT INTELLIGENCE REPORT BY:



Luxury Lifestyle Awards

Luxury Industry
Intelligence Partner



Luxury Boutique Magazine

Editorial
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WHY LUXURY LIVING IS ENTERING A NEW ERA

Luxury has traditionally been communicated through scarcity and visibility: a recognised address, a rare object, a private membership or an unmistakable symbol of success. Those markers have not disappeared, but they no longer explain the whole market. Premium products are more accessible, images of exceptional lifestyles circulate instantly, and many once-exclusive experiences can now be bought by a far wider audience. As visible luxury becomes easier to reproduce, affluent consumers are placing greater value on what remains difficult to obtain.

Time without interruption, control over one's environment, trusted relationships and the ability to move through life without unnecessary friction are becoming central to the meaning of luxury. The change is particularly visible among clients whose lives are already rich in choice but poor in simplicity. For them, the question

is no longer merely whether something is expensive or rare. It is whether it improves the way life is lived.

The home sits at the centre of this change because it connects the private, professional and emotional parts of life. It can provide security without isolation, support health without feeling clinical and make demanding routines easier without turning domestic life into a managed performance. The most compelling residences are therefore being judged less as static assets and more as environments that shape behaviour, energy and relationships.

This report examines seven forces behind that shift: the changing definition of luxury, the rising value of privacy, the role of emotional architecture, the evolution of quiet luxury, the move from wellness to longevity, the growth of service-led ownership and the effect of

AI and intergenerational wealth transfer on the decade ahead. The aim is not to predict a single model of luxury, but to identify the practical signals already changing how affluent consumers choose, design and experience their homes.

OPENING PERSPECTIVE

Luxury is becoming less performative and more personal. For affluent consumers, its value increasingly lies in the freedom to shape daily life around their own priorities rather than around public expectations.

Adrian Kołodziej

Luxury Real Estate & Affluent Consumer Behaviour Expert
Founder, Vilea Property Boutique

Report Highlights

- Luxury is shifting from display to personal utility.
- Privacy is becoming both a spatial and digital asset.
- Homes are expected to support identity and recovery.
- Longevity is influencing location as well as design.
- Service-led ownership is reducing complexity.
- AI will increase personalisation while making trust and data governance more important.





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THE NEW DEFINITION OF LUXURY

Luxury living today is defined less by accumulation than by agency: the ability to decide how time is spent, who gains access to one's private world and which experiences deserve attention. This does not make craftsmanship, beautiful objects or prestigious places irrelevant. It changes their role. They are valued not simply because they signal wealth, but because they contribute to a life that feels coherent and distinctly one's own.

This is why affluent consumption is becoming more selective. A demanding client may spend generously on travel, design, art or hospitality, yet reject anything that feels generic, intrusive or created mainly for display. The emphasis is moving towards experiences and objects with personal relevance, reliable quality and a sense of continuity. The most persuasive luxury brands are those that understand context rather than simply adding more choice.

Real estate makes this shift tangible. A residence is where health, family, work, social life and private identity meet. Buyers are therefore evaluating more than architecture and address. They

“Prestige can no longer be created by price and visibility alone. IT MUST BE SUPPORTED BY RELEVANCE.”

are asking whether the property protects concentration, allows family members to live at different rhythms and creates a credible sense of retreat. A spectacular home that complicates daily life can feel less luxurious than a quieter property that works exceptionally well.

The consequence for the luxury sector is significant: prestige can no longer be created by price and visibility alone. It must be supported by relevance. The strongest products and places will be those that fit naturally into the owner's life and continue to deliver value after the initial moment of acquisition has passed.

OPENING PERSPECTIVE

The greatest luxury is no longer simply what we own, but the degree to which our choices allow us to live with freedom, intention and ease.

Adrian Kołodziej

Key Takeaway

MODERN LUXURY IS MOVING FROM VISIBLE PROOF OF WEALTH
TOWARDS PERSONAL CONTROL, RELEVANCE AND QUALITY OF LIFE.

PRIVACY:

FROM PHYSICAL SEPARATION TO PERSONAL SOVEREIGNTY

Privacy has become more valuable because exposure has become the default. Affluent individuals are easier to identify, track and contact than at any previous point in modern life. Their homes, movements, family connections and purchasing decisions may leave digital traces even when no publicity is intended. Privacy is therefore no longer a passive condition. It must be designed, managed and protected.

In residential decisions, this begins with the physical experience of arrival and occupation. Buyers notice whether a property allows discreet access, whether views work in both directions and whether family life can continue without constant awareness of neighbours, staff or passers-by. They also consider the visibility of the transaction itself. In the upper segment, off-market and controlled-market processes are not merely sales techniques; they protect the owner's identity, negotiating position and sense of security.

The more important development, however, is the expansion of privacy into the digital environment. Intelligent homes collect increasingly intimate information about routines, health, occupancy and behaviour. The convenience of personalisation creates a new question: who owns the data generated by the home, where it is stored and who can

PRIVATE INSIGHT

Privacy is no longer only about seclusion. It is the ability to control access to one's space, information and attention — and to trust that every person involved in the process understands the same standard

Vilea Property Boutique

access it? In the next phase of luxury residential design, cyber security and data governance will matter alongside gates, surveillance and private entrances. Privacy also changes the role of the advisor. HNWI clients expect discretion to extend beyond confidentiality clauses. They look for professionals who understand when not to ask, what not to circulate and how to coordinate specialists without creating unnecessary exposure. Trust is built through judgement as much as procedure.

For highly visible people, privacy creates something increasingly rare: the freedom to stop performing. A private home allows its owner to step away from public identity and live without being observed, interpreted or expected to respond. That psychological freedom is one reason privacy has become one of the clearest contemporary expressions of luxury.



MARKET SIGNAL

Knight Frank notes that wealthy individuals choosing where to live typically prioritise security, stability and privacy alongside a tax system they consider fair. The growth of global mobility is making these factors more influential in residential decisions.

Key Takeaway

PRIVACY IS EVOLVING FROM AN ARCHITECTURAL FEATURE INTO A WIDER SYSTEM OF PHYSICAL, PSYCHOLOGICAL AND DIGITAL PROTECTION.



“ Privacy has become more valuable because **EXPOSURE HAS BECOME THE DEFAULT.** ”

EMOTIONAL ARCHITECTURE: FROM PERFECTION TO PERSONALITY

The luxury interior is moving away from the idea of a universally perfect room. Highly controlled minimalism, recognisable designer pieces and spaces styled primarily for photography can demonstrate taste, yet still feel anonymous. Affluent owners increasingly want interiors that reveal how they live rather than how closely they follow an aesthetic formula.

This shift does not reject refinement. It replaces generic refinement with personal composition. A successful home may bring together important art, inherited objects, contemporary craft and furniture acquired over time, but the value lies in the relationship between them rather than in the number of prestigious names represented. The result should feel considered without appearing staged.

Emotional architecture also depends on how a space behaves. Light can establish rhythm during the day, acoustics can reduce fatigue and spatial transitions can help residents move naturally between concentration, family life and rest. These qualities are difficult to communicate in a photograph, but they strongly influence whether a home feels restorative or demanding.

The move away from rigid minimalism is therefore not a simple return to decoration. It reflects a desire for depth, memory and



individuality. Warmth can come from texture, patina and evidence of human use rather than from adding visual noise. The most convincing homes allow personality to accumulate without losing architectural clarity.

For clients whose external lives involve constant decision-making and exposure, the emotional performance of the home is especially important. An exceptional residence should not require attention from its owner. It should lower tension, support rest and create a sense of belonging that cannot be reproduced through trend-led design alone.

EDITORIAL PERSPECTIVE

The most relevant interiors are not empty demonstrations of taste. They are composed around the owner's life and gain value from the memories, interests and routines they are able to hold.

**Luxury Boutique
Magazine**

Key Takeaway

THE LUXURY INTERIOR IS BECOMING LESS ANONYMOUS:
EMOTIONAL COMFORT, PERSONAL HISTORY AND LIVEABILITY
ARE REPLACING PERFECTION AS THE PRINCIPAL MEASURE OF SUCCESS.

QUIET LUXURY COMES HOME



CHAPTER 4

Quiet luxury has moved from fashion into architecture because it offers an alternative to easily recognisable status. In a residence, its value is expressed through proportion, material integrity, craftsmanship and the confidence to avoid unnecessary spectacle. The effect is not visual austerity, but a sense that every decision has been made for a reason.

This distinction matters. Understatement can become as formulaic as opulence when every interior relies on the same pale palette and carefully arranged emptiness. A truly quiet home may contain colour, art and rich material combinations. What makes it quiet is that these elements serve the character of the residence rather than announce their cost.

The same principle is influencing how exceptional properties are sold. Some owners do not want their homes transformed into public content or exposed to speculative attention. They prefer a controlled process in which information is released gradually and potential buyers are qualified before access is granted. In such cases, discretion is not a lack of marketing; it is a more precise form of marketing.



This approach changes the role of the luxury agent. Broad exposure is replaced by trusted networks, targeted intelligence and a deeper understanding of buyer motivation. The objective is not to make the property visible to everyone, but credible to the small number of people for whom it may be genuinely relevant.

Quiet luxury is therefore both an aesthetic and a commercial philosophy. It rejects the assumption that value must be amplified by noise. Its strongest expression is confidence: confidence in the architecture, in the quality of the object and in the ability of the right audience to recognise it without excessive explanation.

PRIVATE INSIGHT

Quiet luxury is not the absence of richness. It is richness that does not need to prove itself — and, increasingly, a sales process that protects the property and its owner from unnecessary exposure.

Adrian Kołodziej

Key Takeaway

MODERN PRESTIGE IS INCREASINGLY EXPRESSED THROUGH MATERIAL QUALITY, PERSONAL RELEVANCE AND CONTROLLED VISIBILITY RATHER THAN OVERT DISPLAY.





MARKET SIGNAL

The Global Wellness Institute valued wellness real estate at USD 548.4 billion in 2024. It was the fastest-growing sector in the wellness economy between 2019 and 2024 and is projected to reach approximately USD 1.1 trillion by 2029.



FUTURE INSIGHT

Clients are beginning to ask not only whether a property is comfortable today, but whether its location, design and services can support the way they want to live ten or twenty years from now.

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Key Takeaway

THE NEXT GENERATION OF WELLNESS REAL ESTATE WILL BE JUDGED BY LONG-TERM OUTCOMES: HEALTHIER ROUTINES, ADAPTABLE HOMES AND ACCESS TO A CREDIBLE HEALTH ECOSYSTEM.



THE LONGEVITY HOME



Wellness in luxury real estate was once communicated through visible amenities. Today the discussion is moving towards longevity: how the home, neighbourhood and wider location can support health and independence over many years. This is a more demanding standard because it asks whether the built environment improves everyday behaviour rather than whether it contains a spa.

The first layer is environmental. Air quality, daylight, acoustic comfort, humidity and thermal stability influence sleep, concentration and recovery, even when the resident is not consciously aware of them.

Intelligent systems can help maintain these conditions, but the best results come when technology supports good architecture rather than compensates for poor design.

The second layer extends beyond the property boundary. Affluent buyers are increasingly considering the availability of preventive diagnostics, trusted specialists and high-quality medical care when deciding where to spend significant parts of the year. Access to nature and outdoor activity matters for the same reason: the value lies not in a symbolic wellness feature, but in making healthy routines easier to sustain.

Longevity also changes the time horizon of design. A home intended to remain relevant for decades must adapt to changing family structures, reduced mobility or the need for discreet support. Generous circulation, lift access and flexible rooms can be integrated elegantly from the beginning rather than added later as visible compromises.

The strongest longevity-led residences will avoid a clinical atmosphere. Health-supportive design should be felt through better sleep, easier movement and a more stable daily rhythm, not through constant reminders of medicine or ageing. The luxury lies in extending the period during which residents can live independently and well.

THE HOTELIFICATION OF EVERYDAY LIVING

Hospitality-style living is growing because affluent ownership can be operationally demanding. A second or third residence may require maintenance, security, staffing and coordination even when it is used only part of the year. The appeal of service-led property is therefore not simply indulgence. It is the ability to enjoy the asset without personally managing its complexity.

Branded residences have become one of the clearest expressions of this demand. Their structure is also changing. The category now extends beyond hotel companies to fashion, automotive, wellness and other lifestyle brands, while standalone schemes are expanding alongside

residences attached to hotels. The name may attract attention, but the long-term proposition depends on operations: whether standards remain consistent after the launch and whether the service model is financially and practically sustainable.

For the buyer, a credible brand can act as a filter of quality. It may reduce uncertainty around management, maintenance and service delivery, particularly in an unfamiliar international market. Yet branding alone is not enough. A poorly operated residence with an impressive name will quickly lose the confidence on which its premium depends.



MARKET SIGNAL

Savills reported that the global number of branded residence schemes was expected to rise from 764 at the end of 2024 to 910 by the end of 2025, an increase of 19%. During 2025, 25 countries introduced their first branded residential project, alongside 39 new hotel brands and 19 new non-hotel brands entering the sector.



“ *The real product is*
REDUCED COMPLEXITY
SUPPORTED
BY JUDGEMENT. ”

The wider growth of concierge and lifestyle management reflects the same psychology. Time-poor clients do not simply want access to more options. They want someone capable of understanding context, removing unsuitable options and taking responsibility for execution. The real product is reduced complexity supported by judgement.

The best residential service remains discreet. It should create continuity without making private life feel institutional. Residents should be able to request help easily, but should not feel permanently observed or required to interact with a service structure. Hospitality contributes most when it disappears into the background and ownership feels lighter as a result.

EDITORIAL PERSPECTIVE

Affluent buyers are not only purchasing a residence. They are purchasing confidence that the property will operate well, that standards will be maintained and that their time will not be consumed by avoidable details.

Adrian Kołodziej

Key Takeaway

THE SERVICE PREMIUM IN LUXURY REAL ESTATE IS INCREASINGLY BASED ON MANAGED OWNERSHIP: RELIABILITY, QUALITY CONTROL AND FREEDOM FROM OPERATIONAL COMPLEXITY.



THE FUTURE OF LUXURY LIVING

Forecasting the next decade is unusually difficult because several structural changes are arriving at once. AI is advancing faster than residential development cycles, climate conditions are changing the relative attractiveness of locations and the largest transfer of wealth in modern history will place unprecedented purchasing

power in the hands of new decision-makers. The future of luxury will therefore not be shaped by a single aesthetic trend, but by the interaction of technology, demographics and resilience. The generational change is especially important. Cerulli Associates estimates that

approximately USD 124 trillion in wealth will be transferred in the United States through 2048. More than half of the total transfer is projected to originate from HNW and UHNW households. Gen X will receive the largest portion in the near term, while Millennials are expected to inherit the most over the full period. These buyers will not necessarily preserve the consumption patterns of the generation from which the assets came. They are likely to reassess property portfolios through the lenses of mobility, sustainability, technology and personal meaning.

AI will transform the home from an automated object into a responsive environment. Systems will learn patterns of occupation, anticipate maintenance, coordinate energy and adapt conditions to different residents. They may also connect property management with health data and concierge services across multiple homes. The commercial opportunity is substantial, but so is the risk: a highly personalised home generates highly sensitive information. Data ownership, cyber security and the ability to operate essential systems independently will become part of the luxury specification.

Climate resilience will influence both design and geography. Affluent buyers will pay greater attention to water security, heat, air quality, insurance availability, energy independence and the reliability of local infrastructure. Locations once chosen mainly for tax, prestige or scenery will be judged more critically against their capacity to remain comfortable and functional during disruption. Resilience will move from a technical concern to a form of asset protection.



The most valuable luxury proposition of the next decade may therefore be not excess, but intelligent autonomy. The best homes will be capable of adapting without becoming intrusive, supporting health without feeling clinical and operating efficiently without making

the owner dependent on a fragile system. Technology will become more powerful, but trusted human judgement will remain essential. In a faster and less predictable world, luxury will belong to environments that give their residents more control rather than more complexity.

THE GREAT WEALTH TRANSFER

Cerulli Associates projects that USD 124 trillion will transfer through 2048. USD 105 trillion is expected to flow to heirs, and approximately USD 62 trillion of the total is projected to originate from HNW and UHNW households, which represent only 2% of households.

FUTURE FORECAST

The decisive question will not be how much technology a luxury home contains, but how intelligently that technology protects the owner's time, health, privacy and independence.

Adrian Kołodziej

Key Takeaway

TOMORROW'S LUXURY WILL BE DEFINED BY ADAPTIVE TECHNOLOGY, NEW WEALTH HOLDERS AND RESILIENCE – WITH PRIVACY AND HUMAN JUDGEMENT ACTING AS THE SAFEGUARDS.

PRIVATE LUXURY AS A SYSTEM OF BETTER DECISIONS

The changes described in this report are sometimes presented as a rejection of traditional luxury. They are better understood as a refinement of it. Beauty, rarity and craftsmanship remain central, but they are being tested against a more practical question: what do they contribute to the owner's life after the moment of purchase?

Across design, privacy, longevity and service, the strongest shift is from isolated features towards integrated outcomes. A private entrance has limited value if the transaction is indiscreet. A wellness room has limited value if the home disrupts sleep. A prestigious brand has limited value if the residence is poorly managed. An intelligent system has limited value if it compromises privacy or creates dependence.

This places greater responsibility on everyone involved in the luxury ecosystem. Developers must think beyond amenity lists. Designers

must understand behaviour as well as aesthetics. Brands must maintain operational standards after launch. Advisors must filter opportunities rather than add noise. The quality of the final experience depends on how well these disciplines work together.

The new private luxury is therefore not a visual style. It is a standard of decision-making. It asks whether a home or service is relevant, discreet, dependable and capable of supporting the life its owner actually wants to lead.

“*The new private luxury is therefore not a visual style.*
**IT IS A STANDARD
OF DECISION-MAKING.**”

FINAL REFLECTION

The future of luxury is not about making life appear more impressive. It is about making a complex life feel more coherent, protected and genuinely one's own.

Adrian Kołodziej



LUXURY BOUTIQUE MAGAZINE

Editorial Intelligence Partner

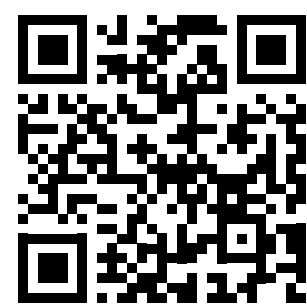
Luxury Boutique Magazine is an independent luxury lifestyle publication presenting exceptional brands, destinations, properties, services, and experiences to affluent audiences. Published in print and online, it combines expert commentary, refined editorial content, and market insight to explore the changing meaning of luxury living.

Distributed among high-net-worth individuals, business leaders, entrepreneurs, and luxury consumers, the magazine offers a trusted source of inspiration and intelligence across real estate, travel, design, art, hospitality, fashion, and premium lifestyle.

Its content is created with the contribution of practitioners and specialists who bring direct knowledge of the industries they represent. This allows Luxury Boutique Magazine to move beyond traditional lifestyle journalism and examine how affluent consumers make decisions, how their expectations evolve, and how these changes influence the wider luxury market.

As Editorial Intelligence Partner for this report, Luxury Boutique Magazine contributed its understanding of affluent audiences and its broader perspective on the cultural, behavioural, and lifestyle trends shaping contemporary luxury.

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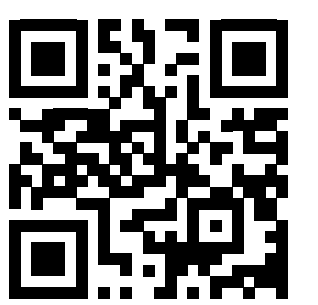
Vilea Property Boutique is an independent luxury real estate advisory firm and the exclusive Christie's International Real Estate affiliate in Poland. Specialising in exceptional residential properties, private transactions, and bespoke client representation, the company combines deep knowledge of the Polish premium market with access to an international luxury real estate network.

Built on a foundation of expertise, discretion, ethics, and long-term relationships, Vilea has established a strong reputation among affluent buyers, sellers, investors, and developers. Its boutique approach places individual client needs, privacy, and personal advisory at the centre of every transaction.

Through years of working closely with high-net-worth clients, Vilea has developed a detailed understanding of the motivations, expectations, and lifestyle priorities that influence luxury property decisions. This perspective allows the company to observe not only which residences clients choose, but also how privacy, mobility, family life, wellness, longevity, and service are reshaping the way they define luxury living.

As Luxury Real Estate Intelligence Partner for this report, Vilea Property Boutique contributed expert insight into affluent buyer behaviour, residential preferences, discreet transactions, longevity-focused living, and the future of the luxury property market.

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CONTRIBUTING EXPERT

Adrian Kołodziej: Luxury Real Estate & Affluent Consumer Behaviour Commentator

Founder, Vilea Property Boutique — Exclusive Christie's International Real Estate Affiliate in Poland — and Luxury Boutique Magazine

Adrian Kołodziej is the founder of Vilea Property Boutique and Luxury Boutique Magazine. His professional perspective combines direct experience in luxury residential real estate with a broader understanding of affluent consumer behaviour, premium markets, and the changing meaning of luxury. Through years of advising high-net-worth buyers, sellers, investors, and families, he has developed a detailed understanding of the motivations and lifestyle priorities shaping property decisions. His work focuses particularly on privacy, discretion, mobility, wellbeing, longevity, service, and the emotional role of the home in the lives of affluent clients.

As the founder of Luxury Boutique Magazine, he also observes luxury from a wider cultural and consumer perspective, examining how expectations evolve across real estate, design, travel, hospitality, art, and premium services. For this report, Adrian contributed expert commentary and market observations on affluent buyer psychology, changing residential preferences, and the forces likely to shape the future of luxury living.





About LUXURY LIFESTYLE AWARDS

Luxury Industry Intelligence Partner

Luxury Lifestyle Awards (LLA) is a global authority dedicated to identifying, celebrating, and promoting excellence across the luxury industry. For more than 18 years, the organization has recognized thousands of outstanding brands, properties, products, and services that consistently deliver exceptional experiences to discerning consumers worldwide.

Through its international awards programme, editorial platform, research initiatives, and collaborations with industry experts and leading media, LLA contributes to a deeper understanding of the trends influencing luxury today. Its work spans hospitality, real estate, travel, design, wellness, gastronomy, fashion, and lifestyle, connecting outstanding brands with affluent audiences and industry decision-makers worldwide.

LLA is an initiative of the **World Luxury Chamber of Commerce (WLCC)**, a global business community that brings together leading luxury brands, executives, investors, developers, hospitality leaders, and innovators to encourage collaboration, knowledge sharing, and sustainable growth across the international luxury industry.



CONTRIBUTION TO THIS REPORT

As the **Luxury Industry Intelligence Partner**, Luxury Lifestyle Awards led the editorial direction, market research, content development, trend analysis, and overall production of this report. Drawing on its extensive global network and cross-sector expertise, LLA identified the emerging themes redefining modern luxury living and brought together industry perspectives to create an accessible, insight-driven publication for luxury professionals, brands, and discerning consumers.

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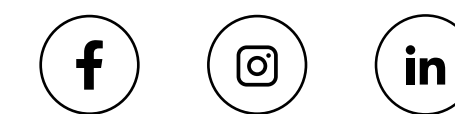


ABOUT WORLD LUXURY CHAMBER OF COMMERCE

The World Luxury Chamber of Commerce (WLCC) is a global membership organization dedicated to supporting the growth and advancement of the luxury industry. Through business networking, executive education, strategic partnerships, market intelligence, industry initiatives, and international recognition programmes, WLCC connects influential leaders and organizations across hospitality, real estate, travel, design, fashion, luxury retail, finance, business, education, wellness, and other premium sectors.

Its mission is to foster collaboration, encourage innovation, and create meaningful business opportunities that strengthen the global luxury ecosystem.

worldluxurychamber.com





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was developed as a collaborative editorial initiative exploring the changing expectations, priorities, and lifestyles of affluent consumers in an evolving luxury landscape.