

Consumer Buzz

1/31/2015

The Affluent Love Nordstrom

Ann-Marie Vazzano

The Luxury Institute recently released findings from its 2015 Luxury Multichannel Engagement Index survey, which focuses on consumers with a minimum annual income of \$150,000, an average annual income of \$318,000 and an average net worth of \$3.1 million. These wealthy consumers ranked their online and in-store shopping experiences along 31 criteria. Nordstrom took the No. 1 spot, with the highest incidence of consumers spending in-store and online. It also leads in the share of total fashion spend (17%). In aggregate, for the six multi-channel luxury retailers in the study, wealthy consumers spend 61% offline and 39% online.

GP