

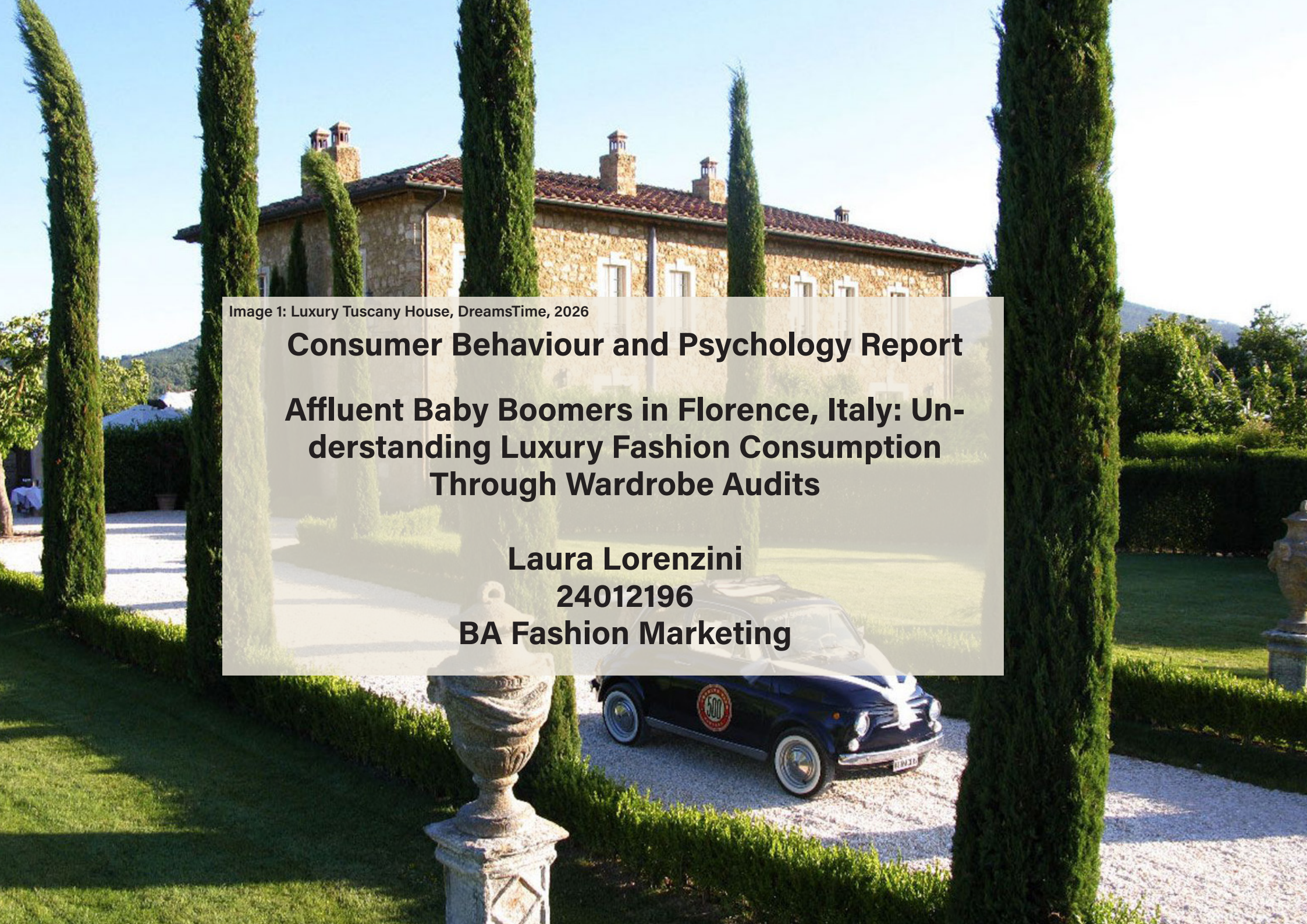


Image 1: Luxury Tuscany House, DreamsTime, 2026

Consumer Behaviour and Psychology Report

Affluent Baby Boomers in Florence, Italy: Understanding Luxury Fashion Consumption Through Wardrobe Audits

Laura Lorenzini
24012196
BA Fashion Marketing



Executive Summary

This report analyses the luxury fashion consumption behaviours of affluent Baby Boomers 60-75 living in Florence, Italy. The study considers how psychological motivations, cultural values, lifestyle preferences and purchasing behaviours influence their engagement with luxury fashion products and experiences. A qualitative wardrobe audit was planned with three participants from Pisa, Florence and Forte dei Marmi who matched the characteristics of the chosen consumer segment. The research was backed up by consumer behaviour theories such as Self-Concept Theory, Maslow's Hierarchy of Needs, Hofstede's Cultural Dimensions, the Theory of Planned Behaviour and Self-Determination Theory. The findings revealed three main themes. Firstly, luxury consumption works as a symbol of identity, self-expression and achievement instead of only fulfilling functional needs. Secondly, participants demonstrated a strong preference towards heritage brands, timeless quality and craftsmanship, viewing luxury purchases, social relationships and cultural participation, extending beyond product ownership. The report achieved that affluent Baby Boomers perform an important and growing market segment for luxury fashion brands. To attract and keep these customers, brands should strengthen its authenticity, heritage and product quality while investing in personalised retail experiences and lifestyle focused marketing strategies. The report concludes that affluent Baby Boomers represent an important and growing market segment for luxury fashion brands. To attract and retain these consumers, brands should emphasise authenticity, heritage and product quality while investing in personalised retail experiences and lifestyle-focused marketing strategies. Understanding the motivations of this consumer group can help luxury brands develop stronger customer relationships and long-term loyalty.

Table of Contents

01. Introduction	03
02. Chosen Consumer Segment and Chosen Country/Region	04
03. Consumer Brand Portrait	05
04. Insights (Behavioural, Demographic, Cultural and Psychological)	06
05. Research Aim and Objectives	08
06. Literature Review	09
07. Primary Research Method	11
08. Ethical Considerations	12
09. Findings	13
10. Recommendation and Conclusion	16
11. References	17



Introduction

As global populations continue to age, Baby Boomers have appeared as one of the most influential consumer segments within the luxury fashion market. Defined by high levels of collected wealth, disposable income and purchasing power, affluent older customers represent an expanding opportunity for luxury brands craving long-term growth (Euromonitor International, 2023). Unlike younger generations, whose consumption is usually affected by fast changing trends, wealthy Baby Boomers prefer to prioritise quality, craftsmanship, heritage and exclusivity, (Wiedmann et al., 2009) making them a unique and valuable market segment within current fashion consumption. This report centres on wealthy Baby Boomers aged 60-75 locating or frequently travelling Florence, Italy. This city provides an interesting relevant context for this study thanks to its global reputation for luxury fashion, cultural heritage, artisanal craftsmanship and premium retail experiences (Capone and Lazzeretti, 2016). As the birthplace of lots of luxury traditions, the city entices affluent customers who value timeless design, authenticity and products reflecting personal achievement and cultural sophistication.



Image 3: Opening of Gucci
1921, Forbes, 2020



Image 4: Salvatore Ferragamo in Florence, InToscana,
2019

Moreover, Florence submits a unique environment in which to analyse the relationship between identity, culture and luxury consumption. Drawing upon cultural, psychographic, demographic and behavioural segmentation, this report observes the characteristics and acquiring behaviours of this consumer group. To investigate consumer motivations and decision-making processes, key theoretical frameworks including the Theory of Planned Behaviour (Ajzen, 1991), Maslow's Hierarchy of Needs, Self-Concept Theory (Sirgy, 1982) and Hofstede's Cultural Dimensions (Hofstede, 2001) will be implemented. Through these theories, the report's aim is to evolve a deeper understanding of how cultural values, psychological motivations and lifestyle preferences influence luxury fashion consumption on affluent Baby Boomers in Florence.

Chosen Consumer Segment

Image 5: Premium hospitality consumption, Lorenzini L, 2026



Image 6: Premium hospitality consumption, Lorenzini L, 2026



Image 7: Luxury hotel environment, Lorenzini L, 2026

The chosen consumer segment for this report is affluent Baby Boomers aged between 60-75 who participate in luxury fashion and lifestyle consumption in Florence, Italy. This segment shows an important and increasingly influential group within the luxury market thanks to their ample purchasing power, accumulated prosperity and tending towards premium experiences and products. As one of the wealthiest generations, Baby Boomers maintain the financial resources to invest in high-quality fashion, luxury retail experiences and culturally significant products (Silverstein and Fiske, 2003).

As seen in images 5-6-7, Affluent Baby Boomers usually prioritise social experiences in premium hospitality locations and a relationship-driven consumption. Dining at high-quality restaurants, participating in business and social gatherings, and spending free time in exclusive environments shows an option for quality, comfort and meaningful experiences over trend-driven consumption.

Affluent Baby Boomers diverge from younger luxury consumers as they are usually less influenced by fast moving trends and social-media driven consumption. Instead, they prioritise craftsmanship, authenticity and quality (Wiedmann et al., 2009). Their buying choices are usually motivated by lifestyle preferences, personal values and a desire for products reflecting their achievements and identity (Sirgy, 1982). Therefore, this consumer segment shows strong brand loyalty and a preference for exclusive luxury instead of trend-led consumption. Understanding this group's behaviours and motivations gives valuable insight into how luxury fashion brands can adjust to the growing longevity economy (Godey et al., 2012).

Consumer Pen Portrait

Isabella Ricci

Age: 67

Location: Florence, Italy

Occupation: Retired Luxury Hotel Executive

Household Income: €150,000+ annually

Education: Bachelor in Economics

Marital Status: Married

Housing: Owns an apartment in central Florence and a holiday property in Tuscany



Values and Motivations

- Quality over quantity
- Heritage and authenticity
- Timeless elegance
- Cultural sophistication

Preferred Brands

- Gucci
- Guess
- Rinascimento
- Benetton
- Dolce e Gabbana

Lifestyle

- Enjoys travelling around Europe several times per year
- Frequently attends opera performances, cultural events and art exhibitions
- Values wellness, slow living and premium experiences
- Frequently dines at luxurious Italian restaurants
- Appreciates Italian craftsmanship and heritage

Fashion Behaviour

- Shops 3-4 times per year rather than making frequent purchases
- Prefers investment pieces offering longevity and quality
- Values craftsmanship over trend-driven fashion
- Enjoys personalised in-store shopping experiences
- Loyal to trusted Italian luxury brands

Digital Behaviour

- Uses Magazines for inspiration and rarely Instagram
- Reads luxury travel and lifestyle publications online
- Prefers making final purchases in-store

Insights

Affluent Baby Boomers principally buy luxury products to fulfill self-actualisation needs and esteem rather than functional requirements.



Figure 1: Maslow's Hierarchy of Needs adapted to consumer segment (2026)

Psychological

The psychological reasonings of affluent Baby Boomers are firmly influenced by identity, self-fulfilment and achievement. According to Maslow's Hierarchy of Needs, customers whose safety and physiological needs have already been satisfied are more likely to pursue self-actualisation and esteem through symbolic consumption (Maslow, 1943). Luxury fashion products consequently become expressions of refinement, personal success and social status. Self-Concept Theory shows further how customers buy products that strengthen their desired self image (Sirgy, 1982). Therefore affluent Baby Boomers are attracted to brands communicating authenticity, timeless elegance and sophistication. Instead of seeking validation through trend-driven fashion, they frequently use luxury consumption to express their values, lifestyle and personal achievements (Wiedmann et al., 2009).

Demographic

Wealthy Baby Boomers aged 60-75 are one of the most economically powerful consumer groups within the luxury fashion market. Having collected significant wealth through property ownership, successful careers and long term financial investments, this segment usually enjoys high disposable income and financial stability (Silverstein and Fiske, 2003). Many are business owners, retired or semi-retired professionals who own both the time and resources to engage with luxury consumption. In Florence, this demographic is usually culturally engaged and highly educated, emulating the city's strong heritage and appreciation for art, craftsmanship and fashion (Capone and Lazzeretti, 2016). Their economic security allows them to emphasize premium quality and exclusive experiences over price-sensitive purchasing choices (Wiedmann et al., 2009), making them an important segment for luxury fashion brands.





Florence supplies a unique cultural area in which luxury fashion consumption is intently linked to heritage, tradition and craftsmanship. As the birthplace of Renaissance art and a globally recognised centre of Italian luxury, the city strengthens values of quality and authenticity (Capone and Lazzeretti, 2016). Hofstede's Cultural Dimensions propose that Italian customers confirm strong gratitude for established traditions and trusted small boutiques, influencing their preference for heritage luxury brands. Wealthy Baby Boomers usually value products that personify Italian craftsmanship, long-term quality and cultural significance. Luxury consumption therefore extends beyond functional needs and becomes a way of maintaining cultural identity and demonstrating gratitude for artisanal excellence (Beverland, 2005). These cultural influences shape both purchasing behaviour and brand preferences.

Behavioural

Affluent Baby Boomers establish highly considered purchasing behaviour defined by quality-focused decision making and strong brand loyalty. Unlike younger consumers who may frequently purchase trend-led products, this segment chooses investment pieces offering endurance, craftsmanship and longevity value (Wiedmann et al., 2009). The Theory of Planned Behaviour advises that purchasing decisions are influenced by social norms, attitudes and perceived control (Ajzen, 1991). As wealthy consumers own both the financial tools and positive mindset regarding luxury products, they are more likely to engage with premium brands. They also prefer personalised in store experiences, premium customer service and relationship-based retail interactions. Their behaviour shows an inclination towards meaningful consumption where luxury purchases deliver as long term investments instead of impulsive acquisitions (Godey et al., 2012).

Figure 2: Theory of Planned Behaviour adapted to consumer segment (2026)

Theory of Planned Behaviour

Attitude

Luxury shows the family's quality, value and heritage



Subjective norms

Social circles value premium spending



Percieved control

High disposable income allows luxury purchases



Purchase Intention

Strong interest to invest in luxury products



Purchase

Investment piece acquired

Research Aims and Objectives

This research aims to explore how psychological motivations, cultural values and lifestyle choices shape luxury fashion consumption among affluent Baby Boomers aged 60-75 in Florence, Italy. By exploring behavioural, demographic, psychological and cultural factors, the study investigates to expand a deeper understanding of how this consumer segment involves luxury fashion brands and experiences. The findings will provide insights into the reasoning driving luxury consumption and advise recommendations for luxury fashion businesses focusing on older affluent consumers.

0.1. Objective 1

Recognize the cultural, demographic and lifestyle attributes of affluent Baby Boomers in Florence.

0.2. Objective 2

Analyse the behavioural and psychological factors shaping luxury fashion purchasing decisions.

0.3. Objective 3

Develop recommendations for luxury fashion brands looking to attract affluent Baby Boomers through services, products and retail experiences.

Research Participants

- *3 participants*
- *Age: 60-75*
- *Location: Florence, Pisa and Forte dei Marmi*
- *Household income: €150.000 +*
- *Luxury Fashion Customers*
- *Wardrobe audit method*



Participants were chosen through purposive sampling due to their engagement with luxury fashion, high disposable income and alignment with the chosen consumer segment.





Literature review

1. *Luxury Consumption Among Wealthy Baby Boomers*

Research recommends that Baby Boomers symbolize one of the most financially instrumental consumer groups within the luxury market. Having collected wealth through property ownership, professional careers and long-term investments, prosperous older customers possess significant purchasing power and are progressively attracting the attention of luxury brands (Silverstein and Fiske, 2003). Unlike younger generations who are usually impacted by promptly changing trends and social media culture, Baby Boomers display a stronger preference towards craftsmanship, quality and product longevity (Wiedmann et al., 2009). Studies show that older luxury customers are inclined to buy fewer products but spend for high quality items offering timeless appeal and enduring value. Therefore, luxury consumption among this demographic is usually seen as an intentional investment instead of impulsive purchasing behaviour (Godey et al., 2012).

Moreover, the older global population has expanded the importance of comprehending older consumers within the luxury fashion sector. Researchers argue that Baby Boomers linger highly focused with luxury consumption because premium products permit them to keep desired lifestyles, communicate personal success and strengthen social status (Wiedmann et al., 2009). Hence, this demographic symbolises a growing opportunity for luxury fashion brands looking for long-term growth and customer loyalty.



Image 8: Premium hospitality consumption, Lorenzini L, 2026



Image 8: Formal Luxury Lifestyle Among Affluent Baby Boomers, Lorenzini L, 2026



Image 10: Premium hospitality consumption, Lorenzini L, 2026

2. Craftsmanship, Heritage, and Quality-oriented Consumption

Research shows that affluent Baby Boomers place considerable value on heritage, craftsmanship and product quality when acquiring luxury fashion products. Unlike younger consumer groups who are frequently impacted by rapidly changing trends and digital culture, older luxury customers always prioritise authenticity, durability, and timeless design. Luxury goods are regularly seen as long-term investments opposed to short-term fashion purchases. Within the Italian luxury market, heritage plays a fundamental role in consumer preferences. Florence is internationally known for its tradition of artisanal craftsmanship, especially in manufacturing and luxury leather production (Godey et al., 2012).

Previous studies advocate that affluent consumers generally associate handmade products with superior exclusivity, quality and cultural authenticity (Beverland, 2005). Moreover, purchasing choices are frequently influenced by a product's roots, craftsmanship and production process instead of the singular brand recognition. Research additionally demonstrates that personalised service contributes substantially to luxury customer satisfaction. Affluent Baby Boomers often value expert guidance, custom-made recommendations and relationship-based retail experiences that promote loyalty and trust (Godey et al., 2012). Personal interactions with stylists, artisans and luxury specialists intensify perceptions of exclusivity and quality while fortifying emotional connections with luxury brands. Hence, luxury consumption among wealthy Baby Boomers expands above material ownership and becomes a reflection of cultural appreciation, personal achievement and polished taste. Heritage craftsmanship and personalised luxury experiences endure important drivers of purchasing behaviour within this consumer segment and provide long-term brand loyalty (Wiedmann et al., 2009).



Image 11-12-13: Engagement with Italian Craftsmanship and Artisan Production, Lorenzini L, 2026



Primary Research Method

Three wealthy Baby Boomers aged between 60 and 75 contributed to the study. Participants were selected through purposive sampling, as they matched the features of the chosen consumer segment, including engagement with luxury fashion consumption, high disposable income, engagement with luxury fashion consumption and residence within the Tuscany region. The participants were located in Florence, Pisa and Forte dei Marmi. The wardrobe audits involved the observation and documentation of accessories, garments and luxury fashion items held by participants. This method enabled the recognition of recurring patterns connecting to brand preferences, craftsmanship and purchasing motivation and attitudes towards luxury consumption. The collected data was afterwards analysed to identify key themes connected to wealthy Baby Boomer consumer behaviour within the Italian luxury fashion market.

Participant 1



- Female, 62
- Florence, Italy
- Eveningwear costumers
- Luxury handbag owner



- Rinascimento
- Gherardini
- NeroGiardini



Participant 2



- Female, 68
- Pisa, Italy
- Heritage luxury consumer
- Classic style preferences



- Hermes
- MaxMara
- MiuMiu



Participant 3



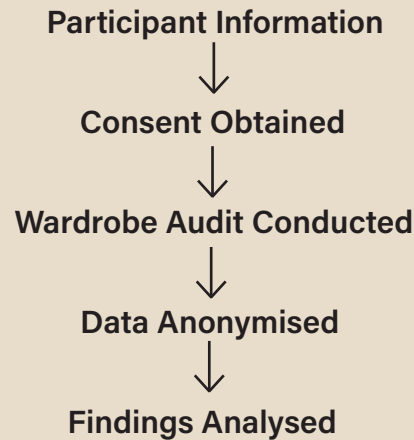
- Male, 71
- Forte dei Marmi
- Luxury menswear consumer
- Premium watch owner



- Boggi
- Hermes
- Tailored Pants
- Rolex Submarine
- Prada



Ethical Considerations



Numerous ethical considerations were considered throughout this report. Before signing the participation form, participants were informed about the purpose of the research and supplied voluntary consent to be part of the wardrobe audit. Participants were informed that their involvement was completely optional and that they could withdraw from the research at any stage. To protect privacy and confidentiality, participants' identities were anonymised and personal information was not revealed within the report. Any photographs used for analysis were included with permission and edited where needed to keep participant anonymity. The collected data was used only for academic reasons and kept securely throughout the research process. These ethical measures guaranteed that the research was made responsibly while keeping the rights, wellbeing and privacy of all participants.

ual:

INVITATION TO PARTICIPATE IN A RESEARCH PROJECT

Note: adapt this template to suit the context for your project, as appropriate.

PARTICIPANT INFORMATION

Project Title: Consumer Behaviour and Psychology Report
Student Lead: Laura Lorenzini
Email address: laurallorenzini23@gmail.com
Phone number: 07719746703

Dear Veronica,

You are invited to participate in:

This research explores the luxury fashion consumption behaviours of affluent Baby Boomers aged 60–75 living in Tuscany, Italy. The study aims to understand how cultural values, lifestyle preferences, psychological motivations and purchasing behaviours influence luxury fashion consumption within this consumer segment.

Please read this sheet carefully and be confident that you understand its contents before deciding whether to participate.

Why have you been approached?

You have been invited to participate because you are aged between 60 and 75, reside within Tuscany, and demonstrate characteristics associated with luxury fashion and lifestyle consumption. Your experiences and purchasing behaviours are valuable for understanding affluent Baby Boomer consumers.

If I agree to participate, what will I be required to do?

Participants will be asked to take part in a wardrobe audit involving the observation and discussion of selected clothing items, accessories and luxury fashion products. Photographs of items may be collected with participant permission. Participation is expected to take approximately 20–30 minutes.

What are the possible risks or disadvantages?

There are no significant risks associated with participation. Participants may feel slightly uncomfortable discussing personal purchasing habits or sharing photographs of personal belongings; however, they may decline to answer any questions or withdraw at any time.

What are the benefits associated with participation?

While there are no direct personal benefits, participants will contribute to academic research examining luxury fashion consumption among affluent Baby Boomers in Tuscany.

Image 14: University Invitation Form, UAL, 2026



Theme 1: Luxury Consumption as a Symbol of Identity and Achievement

The wardrobe audit unveiled that luxury fashion consumption around affluent Baby Boomers is deeply connected to achievement, identity and self-expression. Across all three participants, premium products from entrenched luxury brands such as Prada, Rolex, Hermes, and Gherardini were regularly present in their wardrobes. Instead of serving exclusively for functional intents, these products emerged to communicate sophistication, personal success and lifestyle values.

Participant 1 owned luxury accessories and occasionwear, such as a Gherardini handbag and a formal evening dress, deliberating a preference for social distinction and elegance (Sirgy, 1982). Participant 2 showed ownership of an Hermès handbag and carefully chosen garments linked with timeless luxury and refined taste. Participant 3 exhibited premium menswear items such as a Rolex Submariner watch and Prada loafers, products strongly known as symbols of status (Wiedmann et al., 2009).



Figure 3: Maslow's Hierarchy of Needs adapted to consumer segment (2026)

These findings support Maslow's Hierarchy of Needs. As participants have previously fulfilled lower-level physiological and safety needs through luxury consumption and financial stability it appears to run primarily within the self-actualisation and esteem levels of the hierarchy (Maslow, 1943). Participants are not just buying products out of necessity but to strengthen personal identity, social recognition and confidence. The findings also align with Self-Concept Theory, which advises consumers to select products reflecting their desired self-image (Sirgy, 1982). The ownership of iconic luxury products displays a desire to communicate qualities such as cultural sophistications, success and refined taste. Luxury fashion consequently works as a symbolic extension of identity, permitting affluent Baby Boomers to show personal achievements and lifestyle aspirations through consumption.

Moreover, previous research has shown luxury consumption as a way of expressing symbolic value and social status instead of only functional benefits (Wiedmann et al., 2009). This supports the findings of the wardrobe audit, where luxury products were consistently linked with exclusivity, achievement and personal identity.

Overall, luxury products are seen as symbols of self-expression and accomplishment instead of solely material possessions.

Theme 2: Heritage, Craftsmanship and Timeless Quality

The wardrobe audit showed a strong preference towards heritage brands, timeless luxury products and craftsmanship. Across all three participants, ownership of products from brands like Hermes, Boggi, Prada and Gherardini illustrated a coherent preference towards durability, quality and established brand reputations. Participants preferred classic accessories and garments that could be worn over extended periods instead of trend driven fashion products.

The findings recommend that luxury consumption is intensely influenced by the insight of authenticity and craftsmanship. The presence of handmade leather goods, premium materials and traditional Italian brands display that participants connect luxury with quality, long-term value and heritage. Instead of prioritising trends, participants emerged to value products reflecting permanent cultural significance and craftsmanship. These findings align with Hofstede's Cultural Dimensions Theory, which suggests that cultural values influence consumer behaviour and purchasing choices (Hofstede, 2001). Italian consumers usually illustrate strong appreciation for heritage, tradition, and craftsmanship; features are reflected in the participants' preference for established luxury brands and artisanal products. Moreover, the findings advocate previous luxury consumption research advising that heritage and authenticity provide significantly to perceptions of luxury value (Beverland, 2005). Participants invariably selected products linked with quality manufacturing, timeless design and strong brand heritage. This shows that luxury purchases are seen not just as functional performance but also on the symbolic value attached to craftsmanship and tradition. Concluding, the findings show that affluent Baby Boomers focus on authenticity, heritage and long-term quality when making luxury purchasing decisions. Luxury products are consequently noticed as investment pieces embodying craftsmanship, cultural value and enduring prestige.



Image 15: Affluent Baby Boomers outfit, Lorenzini L, 2026





Theme 3: Luxury Consumption as Lifestyle and Social Experience

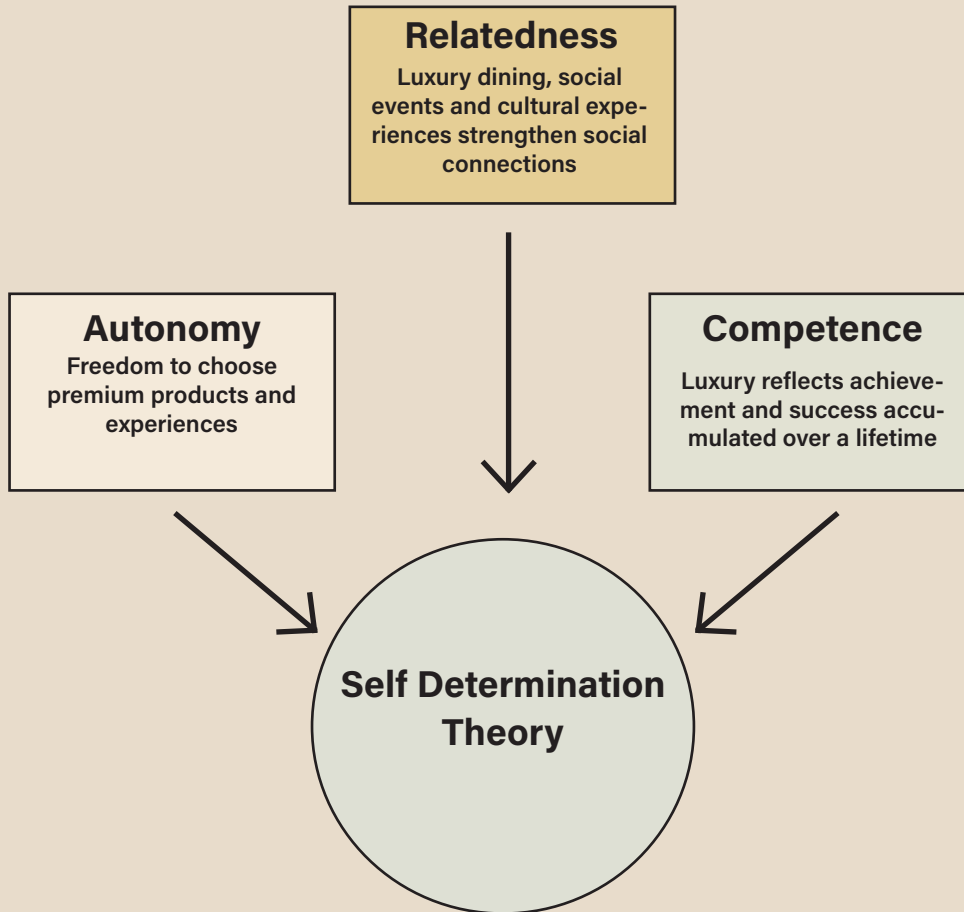


Figure 5: Self Determination Theory adapted to consumer segment (2026)

The wardrobe audit revealed that luxury consumption extends beyond product ownership and forms part of a broader lifestyle. Across all participants, luxury was associated with premium dining experiences, travel, cultural activities and social occasions. Photographs collected during the research showed participants regularly engaging in high-end restaurants, social gatherings and leisure activities linked to affluent lifestyles.

The findings suggest that luxury consumption functions as a way of enhancing life satisfaction and maintaining social relationships rather than simply acquiring products. Participants demonstrated a preference for experiences that reflected comfort, exclusivity and cultural enrichment.

These findings align with Self-Determination Theory (Deci & Ryan, 2000), which proposes that human wellbeing is driven by autonomy, competence and relatedness. Luxury experiences appear to satisfy autonomy through freedom of choice, competence through the expression of personal success and achievement, and relatedness through participation in social and cultural activities.

Overall, luxury consumption among affluent Baby Boomers appears closely connected to lifestyle fulfilment, social connection and experiential value rather than purely material ownership.

Conclusion and Recommendations

01. Promote Heritage and Craftsmanship
Highlight artisanal production, heritage and product quality to appeal to affluent Baby Boomers.

02. Invest in Personalised Retail
Offer VIP services, personal shopping and exclusive events to strengthen customer loyalty.

03. Focus on Lifestyle Marketing
Connect products with travel, culture and premium experiences rather than product features alone.

Image 16: Affluent Wealthy Boomers elegant outfits, Lorenzini L, 2026



This report marked the luxury fashion consumption behaviours of affluent Baby Boomers in Tuscany, Italy. The findings disclosed that purchasing decisions are influenced by achievement, craftsmanship, heritage, achievement and lifestyle experiences. Participants accepted a preference for timeless luxury products and customized retail experiences rather than trend-driven consumption. The study features the advanced importance of affluent Baby Boomers within the luxury market and advises that brands should focus on quality, authenticity and relationship-based experiences to continue long-term customer engagement and loyalty.





References

Ajzen, I. (1991) 'The theory of planned behavior', *Organizational Behavior and Human Decision Processes*, 50(2), pp. 179–211.

Beverland, M.B. (2005) 'Crafting brand authenticity: The case of luxury wines', *Journal of Management Studies*, 42(5), pp. 1003–1029.

Capone, F. and Lazzeretti, L. (2016) *The Evolution of the Florence Fashion Industry and the Role of Industrial Heritage*. Florence: University of Florence.

Deci, E.L. and Ryan, R.M. (2000) 'The "what" and "why" of goal pursuits: Human needs and the self-determination of behaviour', *Psychological Inquiry*, 11(4), pp. 227–268.

Euromonitor International (2023) *Luxury Goods in Italy*. London: Euromonitor International.

Godey, B., Pederzoli, D., Aiello, G., Donvito, R., Wiedmann, K.P. and Hennigs, N. (2012) 'An international study of the drivers of luxury brand perception', *Journal of Brand Management*, 19(8), pp. 651–663.

Hofstede, G. (2001) *Culture's Consequences: Comparing Values, Behaviors, Institutions and Organizations Across Nations*. 2nd edn. Thousand Oaks, CA: Sage Publications.

Maslow, A.H. (1943) 'A theory of human motivation', *Psychological Review*, 50(4), pp. 370–396.

Sirgy, M.J. (1982) 'Self-concept in consumer behavior: A critical review', *Journal of Consumer Research*, 9(3), pp. 287–300.

Silverstein, M.J. and Fiske, N. (2003) *Trading Up: The New American Luxury*. New York: Portfolio.

Wiedmann, K.P., Hennigs, N. and Siebels, A. (2009) 'Value-based segmentation of luxury consumption behavior', *Psychology & Marketing*, 26(7), pp. 625–651.

Appendix

ual:

INVITATION TO PARTICIPATE IN A RESEARCH PROJECT

Note: adapt this template to suit the context for your project, as appropriate.

PARTICIPANT INFORMATION

Project Title: Consumer Behaviour and Psychology Report
Student Lead: Laura Lorenzini
Email address: laurallorenzini23@gmail.com
Phone number: 07719746703

Dear Veronica,

You are invited to participate in:

This research explores the luxury fashion consumption behaviours of affluent Baby Boomers aged 60–75 living in Tuscany, Italy. The study aims to understand how cultural values, lifestyle preferences, psychological motivations and purchasing behaviours influence luxury fashion consumption within this consumer segment.

Please read this sheet carefully and be confident that you understand its contents before deciding whether to participate.

Why have you been approached?

You have been invited to participate because you are aged between 60 and 75, reside within Tuscany, and demonstrate characteristics associated with luxury fashion and lifestyle consumption. Your experiences and purchasing behaviours are valuable for understanding affluent Baby Boomer consumers.

If I agree to participate, what will I be required to do?

Participants will be asked to take part in a wardrobe audit involving the observation and discussion of selected clothing items, accessories and luxury fashion products. Photographs of items may be collected with participant permission. Participation is expected to take approximately 20–30 minutes.

What are the possible risks or disadvantages?

There are no significant risks associated with participation. Participants may feel slightly uncomfortable discussing personal purchasing habits or sharing photographs of personal belongings; however, they may decline to answer any questions or withdraw at any time.

What are the benefits associated with participation?

While there are no direct personal benefits, participants will contribute to academic research examining luxury fashion consumption among affluent Baby Boomers in Tuscany.

ual:

What will happen to the information I provide?

All information collected will be used solely for academic purposes. Participant identities will remain confidential and any photographs used within the report will be anonymised where necessary. Data will be stored securely and will not be shared outside of this university project.

What are my rights as a participant?

- The right to withdraw from participation at any time
- The right to request that any recording cease
- The right to have any data withdrawn and destroyed, provided it can be reliably identified, and provided that so doing does not increase the risk for the participant.
- The right to be de-identified in any photographs intended for public publication, before the point of publication
- The right to have any questions answered at any time.

Whom should I contact if I have any questions or want to withdraw my consent?

Laura Lorenzini
laurallorenzini23@gmail.com

PRIVACY NOTICE

Your personal data will be processed by UAL on its managed systems for research purposes with your explicit consent.

As part of this project, no personal data will be shared with external organisations. Data will only be accessed by the researcher and the University of the Arts London for academic assessment purposes.

Your personal data will be anonymised upon completion of data collection and all identifying information will be removed from the final report. Participants may request the deletion of their data at any time before the submission of the project. All data will be securely deleted six months after the project end date.

You can find more information about UAL and your privacy rights at www.arts.ac.uk/privacy-information.

CONSENT TEMPLATE

1. I have had the project explained to me, and I have read the information sheet
2. I agree to participate in the research project as described
3. I agree to the items checked below: *Delete as appropriate*

ual:

- ☐ that my photo / a film of me will be taken
- ☐ to be observed and for field notes to be taken
- ☐ that information obtained may be published in an anonymised form.

4. I acknowledge that:

- (a) I understand that my participation is voluntary and that I am free to withdraw from the project at any time and to withdraw any unprocessed data previously supplied (unless follow-up is needed for safety).
- (b) The project is for the purpose of research. It may not be of direct benefit to me.
- (c) The privacy of the personal information I provide will be safeguarded and only disclosed where I have consented to the disclosure or as required by law.
- (d) The security of the research data will be protected during and after completion of the study. The data collected during the study may be published. Any information which will identify me will not be used.

Participant's Consent

'I agree to the above as indicated and give my explicit consent under GDPR Art.6(1)(a) and Art.9(2)(a) for my personal data to be processed by UAL as indicated on this form, including any special category data I may choose to provide'

Participant: Veronica Tomasella Date: 08.06.2026
(Signature)

Participants should be given a copy of this after it has been signed.





ual:

INVITATION TO PARTICIPATE IN A RESEARCH PROJECT

Note: adapt this template to suit the context for your project, as appropriate.

PARTICIPANT INFORMATION

Project Title: Consumer Behaviour and Psychology Report
Student Lead: Laura Lorenzini
Email address: laurallorenzini23@gmail.com
Phone number: 07719746703

Dear Paolo,

You are invited to participate in:

This research explores the luxury fashion consumption behaviours of affluent Baby Boomers aged 60–75 living in Tuscany, Italy. The study aims to understand how cultural values, lifestyle preferences, psychological motivations and purchasing behaviours influence luxury fashion consumption within this consumer segment.

Please read this sheet carefully and be confident that you understand its contents before deciding whether to participate.

Why have you been approached?

You have been invited to participate because you are aged between 60 and 75, reside within Tuscany, and demonstrate characteristics associated with luxury fashion and lifestyle consumption. Your experiences and purchasing behaviours are valuable for understanding affluent Baby Boomer consumers.

If I agree to participate, what will I be required to do?

Participants will be asked to take part in a wardrobe audit involving the observation and discussion of selected clothing items, accessories and luxury fashion products. Photographs of items may be collected with participant permission. Participation is expected to take approximately 20–30 minutes.

What are the possible risks or disadvantages?

There are no significant risks associated with participation. Participants may feel slightly uncomfortable discussing personal purchasing habits or sharing photographs of personal belongings; however, they may decline to answer any questions or withdraw at any time.

What are the benefits associated with participation?

While there are no direct personal benefits, participants will contribute to academic research examining luxury fashion consumption among affluent Baby Boomers in Tuscany.

ual:

What will happen to the information I provide?

All information collected will be used solely for academic purposes. Participant identities will remain confidential and any photographs used within the report will be anonymised where necessary. Data will be stored securely and will not be shared outside of this university project.

What are my rights as a participant?

- The right to withdraw from participation at any time
- The right to request that any recording cease
- The right to have any data withdrawn and destroyed, provided it can be reliably identified, and provided that so doing does not increase the risk for the participant.
- The right to be de-identified in any photographs intended for public publication, before the point of publication
- The right to have any questions answered at any time.

Whom should I contact if I have any questions or want to withdraw my consent?

Laura Lorenzini
laurallorenzini23@gmail.com

PRIVACY NOTICE

Your personal data will be processed by UAL on its managed systems for research purposes with your explicit consent.

As part of this project, no personal data will be shared with external organisations. Data will only be accessed by the researcher and the University of the Arts London for academic assessment purposes.

Your personal data will be anonymised upon completion of data collection and all identifying information will be removed from the final report. Participants may request the deletion of their data at any time before the submission of the project. All data will be securely deleted six months after the project end date.

You can find more information about UAL and your privacy rights at www.arts.ac.uk/privacy-information.

CONSENT TEMPLATE

1. I have had the project explained to me, and I have read the information sheet
2. I agree to participate in the research project as described
3. I agree to the items checked below: **Delete as appropriate**

ual:

- ☐ that my photo / a film of me will be taken
- ☐ to be observed and for field notes to be taken
- ☐ that information obtained may be published in an anonymised form.

4. I acknowledge that:

- (a) I understand that my participation is voluntary and that I am free to withdraw from the project at any time and to withdraw any unprocessed data previously supplied (unless follow-up is needed for safety).
- (b) The project is for the purpose of research. It may not be of direct benefit to me.
- (c) The privacy of the personal information I provide will be safeguarded and only disclosed where I have consented to the disclosure or as required by law.
- (d) The security of the research data will be protected during and after completion of the study. The data collected during the study may be published. Any information which will identify me will not be used.

Participant's Consent

'I agree to the above as indicated and give my explicit consent under GDPR Art.6(1)(a) and Art.9(2)(a) for my personal data to be processed by UAL as indicated on this form, including any special category data I may choose to provide'

Participant: Paolo Lami Date: 08.06.2026
(Signature)

Participants should be given a copy of this after it has been signed.

ual:

INVITATION TO PARTICIPATE IN A RESEARCH PROJECT

Note: adapt this template to suit the context for your project, as appropriate.

PARTICIPANT INFORMATION

Project Title: Consumer Behaviour and Psychology Report
Student Lead: Laura Lorenzini
Email address: laurallorenzini23@gmail.com
Phone number: 07719746703

Dear Franca,

You are invited to participate in:

This research explores the luxury fashion consumption behaviours of affluent Baby Boomers aged 60–75 living in Tuscany, Italy. The study aims to understand how cultural values, lifestyle preferences, psychological motivations and purchasing behaviours influence luxury fashion consumption within this consumer segment.

Please read this sheet carefully and be confident that you understand its contents before deciding whether to participate.

Why have you been approached?

You have been invited to participate because you are aged between 60 and 75, reside within Tuscany, and demonstrate characteristics associated with luxury fashion and lifestyle consumption. Your experiences and purchasing behaviours are valuable for understanding affluent Baby Boomer consumers.

If I agree to participate, what will I be required to do?

Participants will be asked to take part in a wardrobe audit involving the observation and discussion of selected clothing items, accessories and luxury fashion products. Photographs of items may be collected with participant permission. Participation is expected to take approximately 20–30 minutes.

What are the possible risks or disadvantages?

There are no significant risks associated with participation. Participants may feel slightly uncomfortable discussing personal purchasing habits or sharing photographs of personal belongings; however, they may decline to answer any questions or withdraw at any time.

What are the benefits associated with participation?

While there are no direct personal benefits, participants will contribute to academic research examining luxury fashion consumption among affluent Baby Boomers in Tuscany.

ual:

What will happen to the information I provide?

All information collected will be used solely for academic purposes. Participant identities will remain confidential and any photographs used within the report will be anonymised where necessary. Data will be stored securely and will not be shared outside of this university project.

What are my rights as a participant?

- The right to withdraw from participation at any time
- The right to request that any recording cease
- The right to have any data withdrawn and destroyed, provided it can be reliably identified, and provided that so doing does not increase the risk for the participant.
- The right to be de-identified in any photographs intended for public publication, before the point of publication
- The right to have any questions answered at any time.

Whom should I contact if I have any questions or want to withdraw my consent?

Laura Lorenzini
laurallorenzini23@gmail.com

PRIVACY NOTICE

Your personal data will be processed by UAL on its managed systems for research purposes with your explicit consent.

As part of this project, no personal data will be shared with external organisations. Data will only be accessed by the researcher and the University of the Arts London for academic assessment purposes.

Your personal data will be anonymised upon completion of data collection and all identifying information will be removed from the final report. Participants may request the deletion of their data at any time before the submission of the project. All data will be securely deleted six months after the project end date.

You can find more information about UAL and your privacy rights at www.arts.ac.uk/privacy-information.

CONSENT TEMPLATE

1. I have had the project explained to me, and I have read the information sheet
2. I agree to participate in the research project as described
3. I agree to the items checked below: **Delete as appropriate**

ual:

- ☐ that my photo / a film of me will be taken
- ☐ to be observed and for field notes to be taken
- ☐ that information obtained may be published in an anonymised form.

4. I acknowledge that:

- (a) I understand that my participation is voluntary and that I am free to withdraw from the project at any time and to withdraw any unprocessed data previously supplied (unless follow-up is needed for safety).
- (b) The project is for the purpose of research. It may not be of direct benefit to me.
- (c) The privacy of the personal information I provide will be safeguarded and only disclosed where I have consented to the disclosure or as required by law.
- (d) The security of the research data will be protected during and after completion of the study. The data collected during the study may be published. Any information which will identify me will not be used.

Participant's Consent

'I agree to the above as indicated and give my explicit consent under GDPR Art.6(1)(a) and Art.9(2)(a) for my personal data to be processed by UAL as indicated on this form, including any special category data I may choose to provide'

Participant: Franca Ruglioni Date: 08.06.2026
(Signature)

Participants should be given a copy of this after it has been signed.



