



What's influencing the influencers: A regular trend briefing from a handpicked team of contributors

Key insight from Peroni Agenda

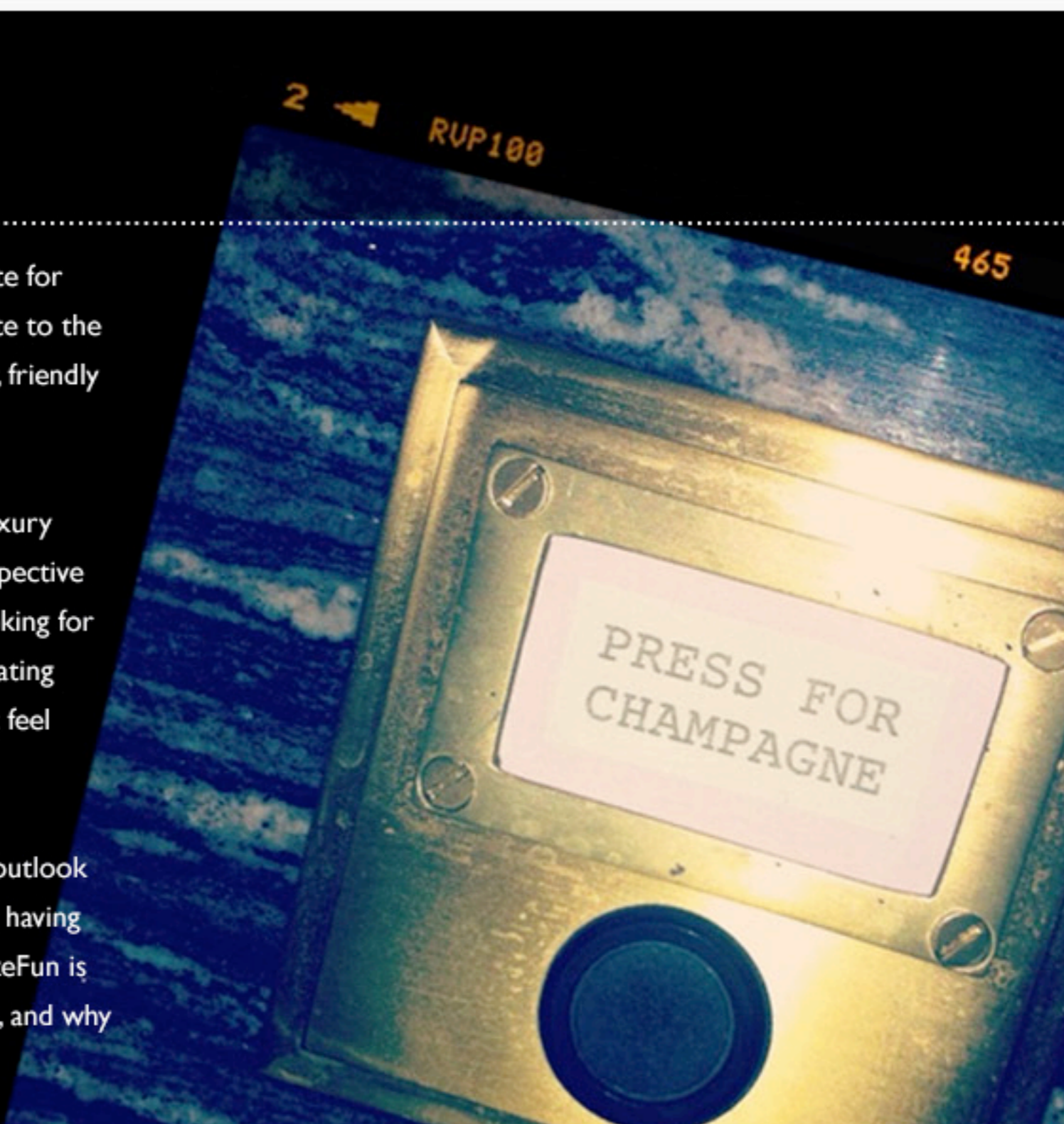
Live Luxefun

Do it like a Trendsetter

London is awash with optimism and the Trendsetters' taste for extravagance is coming to the fore once more. An antidote to the gloom, doom and grunge of recent years – there is a new, friendly face of luxury taking over. Double-dip what?

Trendsetters have long rejected the traditional take on luxury (exclusivity, VIP, stuffy and samey) in favour of a fresh perspective that has pleasure and indulgence at its heart. They are looking for brands that reflect their sense of fun and spontaneity, curating truly memorable experiences and brand associations that feel anti-contrived and super-authentic.

Brands that are getting this right share the Trendsetters' outlook on life – it's all about breaking the mould, taking risks and having fun! This wave we're going to show you how and why LuxeFun is the lens through which Trendsetters are seeing the world, and why you should too.



THINKING PERONI...



Peroni's connection to style and luxury is longstanding, but how can it embrace fun and spontaneity and behave more like a Trendsetter?

Peroni needs to take risks to show it has more to offer than its famous Italian style values – branching out into new, exciting areas which bring the brand's premium credentials to life.

WE SHOW YOU...

What and why – LuxeFun through the Trendsetters' eyes

Day in the LuxeFun life – how to live London like a Trendsetter

Brands getting it right – who is giving Trendsetters their LuxeFun kicks

PERONI AGENDA: THE LUXEFUN ISSUE



What's influencing the influencers: A regular trend briefing from a handpicked team of contributors

Key insight from Peroni Agenda



Trendsetters are on a perennial quest to try the 'new and now', seeking exciting, quality experiences as respite from their work-hard lifestyle. LuxeFun is their modern conception of 'la dolce vita' – eschewing the stuffy side of VIP in favour of fun, decadence and adventure.

Trendsetters are aligning themselves to spaces and brands that show their friendlier, funnier face and let their hair down. From crazy golf to lobster bibs, brands getting it right are offering memorable experiences where Trendsetters can have fun and get their hands dirty!

With many heritage luxury brands flashing their fun side without compromising their integrity, LuxeFun is a value that works for Trendsetters, socialising and brands alike.

THINKING PERONI...

Already synonymous with quality, culture and style; can Peroni build an appealing personality by being spontaneous, friendly and humorous too? Giving Trendsetters a reason to look beyond existing brand values and expect the unexpected will make them pay more attention in the future.

LuxeFun touches on several of Peroni's eight Trendsetter values – the ways of living that epitomise the Trendsetters' attitude to life and have continual relevance in the way they make decisions.

- **Be anti-contrived, super-authentic** – adventurous, spontaneous, pleasure-seeking and 'real'. Trendsetters are discerning and love luxury, but are anti-bling and reject the ostentatious, 'try hard' and faddish. LuxeFun is decadent but approachable too – it's a funnier, friendlier face of luxury.
- **Have silent exclusivity** – quietly confident, humble and subtle. Trendsetters don't need to brag, over-share or show off and instead adhere to close private networks. LuxeFun doesn't update, check in and look to be 'liked' – leave that to the Urbanites.
- **Spontaneity is key, but quality time rules** – decadent but purposeful. Trendsetters have limited time, so socialising is all about quality experiences with friends in exclusive, eclectic spaces. LuxeFun is ahead of the pack – no queues or VIP spaces at the places they're headed.



What's influencing the influencers: A regular trend briefing from a handpicked team of contributors

Key insight from Peroni Agenda

Live the *LuxeFun* life A day of living the Luxe

START THE DAY SLOW



The Trendsetter day starts with brunch. This ultimate slow-eat is synonymous with quality weekend time with friends. Riding House Café is one of the food joints getting LuxeFun right, offering quirky all day breakfasts and smoothies in milk bottles. Trendsetters are heading there to lounge in luxury and start the day.

Not exclusive, but definitely hard to get a table – Riding House Café and its brunch brethren are nailing Luxe Fun by marrying luxury with the kitsch, quirky, laid-back fun of a good old English caf.

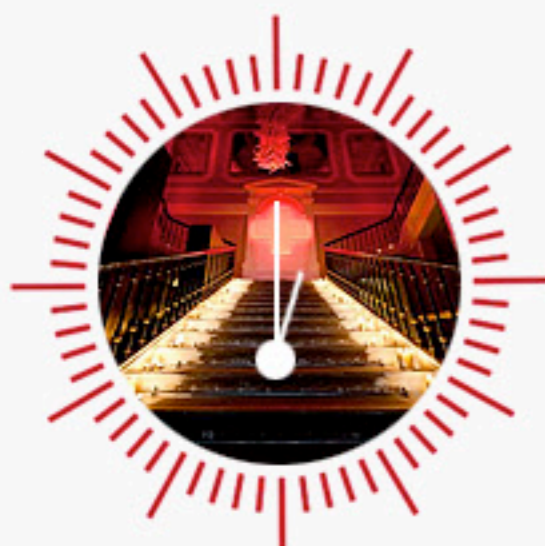
GO PLAY!



What screams fun more than crazy golf? Trendsetters are flocking to Selfridges London for the Big Rooftop Tea And Golf Party – an innovative, thoughtful and thoroughly British eccentricity. Hosted by influential food architects Bompas And Parr. Trendsetters are kicking back in the sun to putt through cake recreations of London landmarks, with the scent of Bakewell tart pumped into the air.

This sell-out activation epitomises LuxeFun values. Not pretentious, but perched on the roof of an iconic home of London luxury – eccentric and downright strange, play-activations like this hit the LuxeFun nail on the head.

DECADENT NIGHTS



Nights are for decadence and debauchery. Trendsetters love the 'blink if you miss it' semi-secret and/or temporary spaces that are beyond the Urbanites' reach, alongside classic bolt-holes that have been serving the Trendsetters for years.

LuxeFun is all about an exclusive view, so Trendsetters flock for cocktails and sunset at Frank's Café And Campari Bar, or under-the-stars cinema from Dalston Roof Park to Kensington Roof Gardens. Decadent 'sticky fingers' eating is order of the day – with Lobster feasts topping the bill (see page four) while 2012 saw the super-luxe (and NOT a pop-up) Pret A Diner take centre stage.

Pret A Diner's 'Italians Do It Better' brought the ultimate LuxeFun mix – art, cocktails, DJs and Michelin star chefs – all housed in a decadently (and purposefully) crumbling former members' club and casino. Late nights must end with debauchery, so midweek at Your Mum's House and weekends at parties so cool we can't say here are orders of the day.

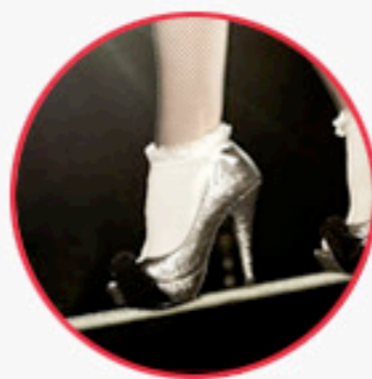
Indie spa – Barking Bathhouse



Circus and performance



Cabaret



Opera Di Peroni



Outdoor cinema





What's influencing the influencers: A regular trend briefing from a handpicked team of contributors

Key insight from Peroni Agenda

Feast in a *lobster bib*

The LuxeFun key experience

What screams indulgence more than lobster dripping in butter, or fun more than donning a plastic bib over a party dress? The blurring of fast food, casual and fine dining injects fun into the traditional – and is grabbing Trendsetter attention by offering a side of decadence along with their fries.

As pop-up and no reservation have become the norm and burgers and fries have taken over (Lucky Chip, MEATliquor, Bread Street Kitchen, Meat Market...) the party is moving over to lobster – the humble burger's extravagant cousin.

Progressive and traditionalist in equal measure, the decadence of this tactile, messy and fun-to-eat seafood perfectly fits the Trendsetter's menu. Longstanding den of decadence Bob Bob Ricard has been pedalling the lobster burger for years, but new Trendsetter venues like Burger & Lobster are getting it right with the mantras of 'no pretensions, no reservations' and 'get your fingers dirty' – eating should be indulgent and fun.

The new London lobster reflects Trendsetters' anti-contrived credentials and rejection of outdated, stuffy VIP values. It's all about quality, indulgence and enjoyment. These values – and places that can reflect them – will continue to pull in Trendsetters who are eager for decadence without the price tag and pretention.

THINKING PERONI...

Peroni is all about LuxeFun, quality and the art of good conversation; it could embed itself in indulgent, emerging eating experiences linked by luxury as well as the Italian connection.

Trendsetters are noticing brands most when they are part of these memorable experiences, and dining is often a very brand-dominated aspect of their socialising.

As Trendsetters are looking to indulgent eating experiences, can Peroni help them satisfy this urge? New, exciting permanent-but-almost-pop-up venues are fast gaining traction – see seafood with Bonnie Gull and pizza with Forza Win.



What's influencing the influencers: A regular trend briefing from a handpicked team of contributors

Key insight from Peroni Agenda

Brands leading the LuxeFun revolution

Getting campaigns and activations right

How to pop-up...

"Do whatever you are doing, just don't call it a pop-up."

Ed, west Broadcaster

Pop-up has become synonymous with try-hard as brands have jumped on the bandwagon, often delivering a 'good idea done badly'. The problem isn't the event (Trendsetters love the secret, temporary and experiential) but that the mainstream dissolution of pop-ups has broken the 'share information responsibly' value – if the mainstream is doing it, Trendsetters are over it.

But some pop-ups are shining. British Airways' 'Great Britons' BA2012 won Trendsetters over: the in-flight restaurant, cinema, bona fide cabin crew and celebrity mentors gave 'passengers' an exceptional brand experience that exuded LuxeFun and brought brand values to life.

...And how to get down

A classic luxury brand with a rich provenance, Lanvin perfected LuxeFun with a video that turned fashion editorial on its head. The innovative autumn 2011 campaign showcased the new collection in a classic luxury setting, but with the clothes in motion as the models flaunted their bad dance moves to tacky pop music. Making fun of uptight fashion and stony-faced models showed Lanvin isn't afraid to take risks, have fun and be cheeky.

"Lanvin took a mainstream pop song that everyone knew and combined it with a luxury brand and laughed at itself...this comic approach is a nice release from mundane advertising...That video popped up on my Facebook 30+ times in the space of a week."

Harry, east Influencer

THINKING PERONI...

How can Peroni flip expectations and show Trendsetters a fresh perspective, one that's worth sitting up and taking notice of?

Peroni needs to be fearless, fun and exciting in how it conveys classic brand values, showing Peroni as a luxury brand that has personality too.

PERONI AGENDA: THE LUXEFUN ISSUE



What's influencing the influencers: A regular trend briefing from a handpicked team of contributors

Key insight from Peroni Agenda

About

The Peroni Agenda is a bespoke online community of Trendsetters brought together by research and strategy agency Crowd DNA to unlock the underlying themes and drivers beneath fast-changing Trendsetter trends. Through the Agenda, Peroni and its incumbent agencies can immerse themselves in these fresh cultural insights and shifting behaviour patterns, ensuring the brand protects its values of being premium, aspirational and relevant.

The Agenda is –

A rotating group of around 20 creative, trend-savvy and opinionated individuals

Aged between 21 and 33

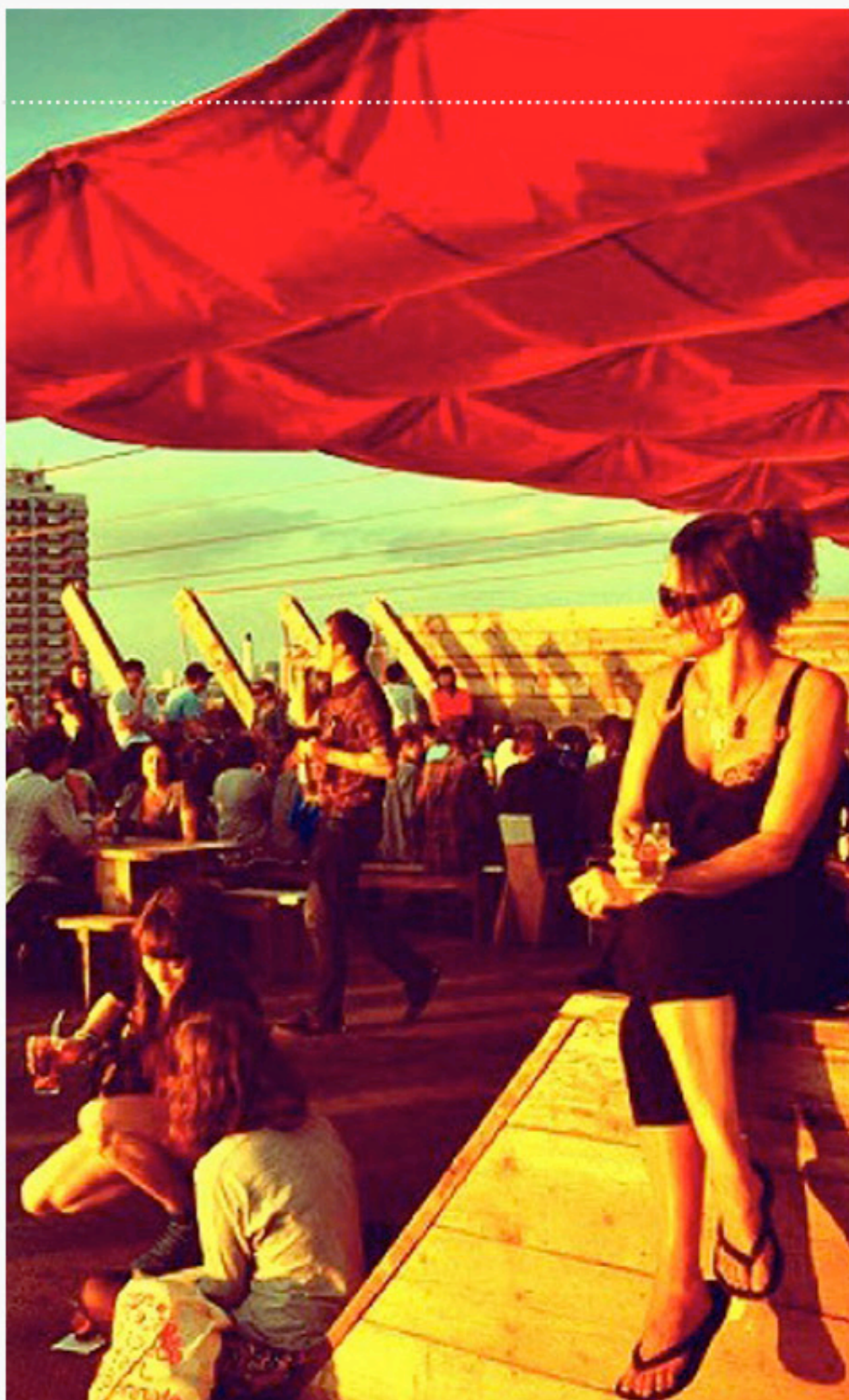
London-centric, but has included members from Manchester and Glasgow in the past

Highly social – members have a wide knowledge of London nightlife, going out around four nights a week and frequently attending brand events

A varied set representing eclectic creative backgrounds, from journalists to fashion designers, entrepreneurs to DJs and performers

A balance of two types of Trendsetter: Influencers and Broadcasters

Split 50/50 between west and east London



MEET TWO OF OUR PERONI AGENDA INFLUENCERS – HARRY REPRESENTING THE INFLUENCERS AND FAMIE REPRESENTING THE BROADCASTERS



“ I work as a freelance creative art director and artist, producing paintings and screen-prints for exhibition and collaboratively with other creatives. No two days are the same. It's always interesting to see where the day will take me! With a family background in music, going to gigs and exhibitions is a massive part of my life. I love to check out what's happening and disappearing behind the lens of my camera – shooting bands and musicians. ”



Famie, West London Broadcaster



“ I am 25, live in Dalston and work as a menswear stylist shooting for different magazines and clients like Topman. Passions include (shockingly) working, being with my friends, shopping and travelling – which I luckily get to do through work. I like to document work that I do regularly with my film camera, as you can see in 'behind the scenes' on ”



Harry, East London Influencer