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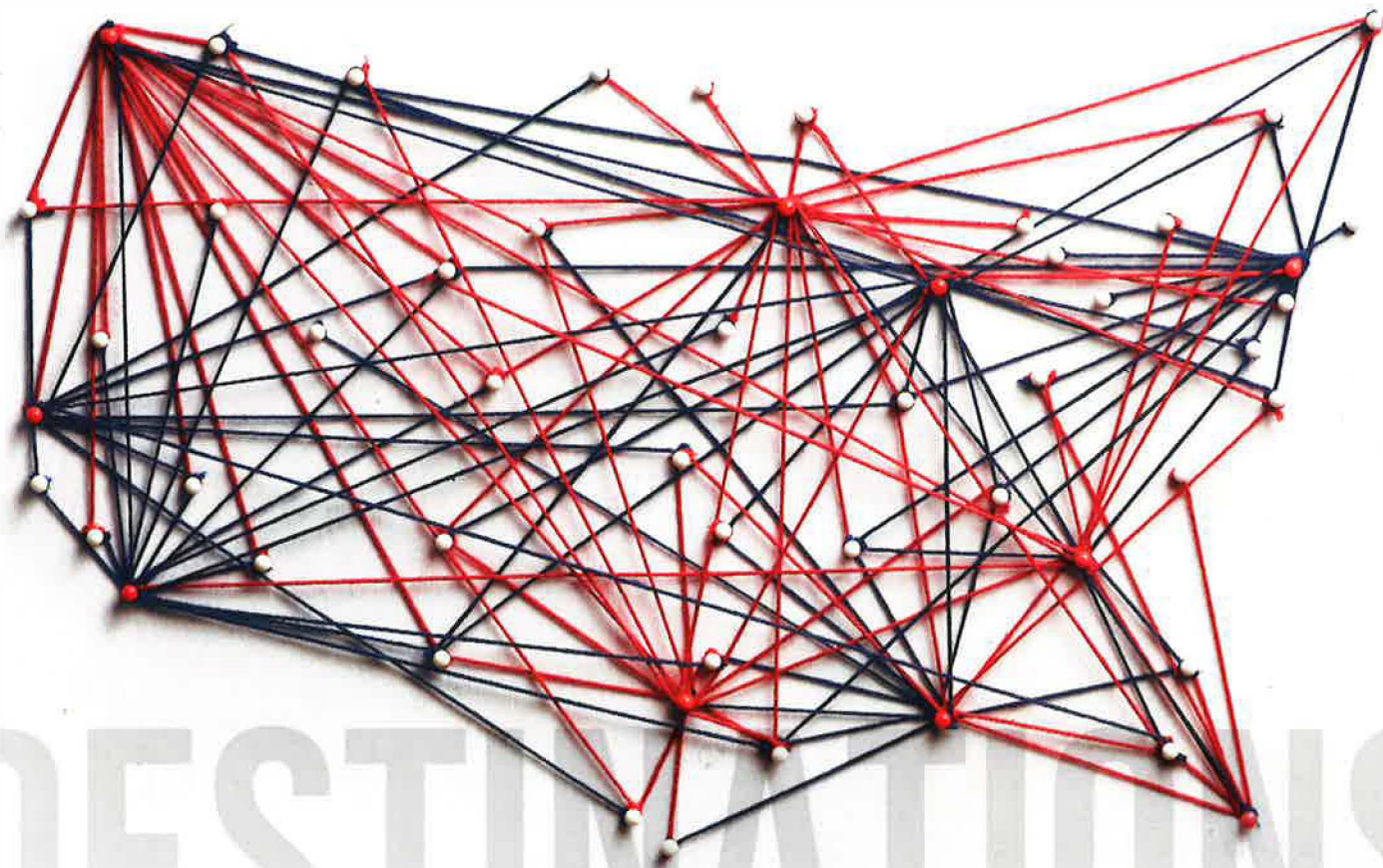
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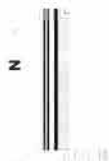
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## SHOPPING ON MARS

➔ The luxury industry generally targets women, yet there's growing evidence that it's men who spend more on high-priced goods. A recent report by the Shullman Research Center, a market research firm, found that men represented 58 percent of all luxury spending in 2016, compared to women's 42 percent, despite both sexes buying a relatively equal average number of items. This isn't the first study to suggest such a gender imbalance, which is often explained by factors such as higher salaries for men or spousal gifts—and by more dubious ideas such as the high cost of menswear. Whatever the reasons, luxury fashion marketers are increasingly targeting men, and all metrics point to menswear sales outpacing women's in the next year.

SOURCE → *MALE AND FEMALE LUXURY BUYERS ARE VERY DIFFERENT*, SHULLMAN.NET; "THE YEAR IN REVIEW: HOW DID WE FARE IN OUR 2016 LUXURY GOODS PREDICTIONS?" BY FFLUR ROBERTS, BLOG.EUROMONITOR.COM

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## SONIC BOOM

➔ Fans of the defunct Concorde may finally have a new flight option in sight. Improvements in technology and lower fuel costs have allowed companies like Boom and Aerion, as well as NASA, to ramp up efforts to revive supersonic aviation. Though U.S. regulations prohibit flights of such aircraft over land—a costly limitation for the Concorde—there has been enough interest, perhaps due to the growth of private aviation, to plan aircraft launches within four years. While still in testing phases, Denver-based Boom announced in June that it already has 76 orders from five airlines for a 45-seat passenger jet that could fly at a speed of Mach 2.2, or 10 percent faster than the Concorde. Aerion, in Reno, Nev., is working with Airbus and GE Aviation to test a Mach 1.5 plane in 2021, and NASA has a similar timeline for the QueSST X-plane it is developing in its Cleveland facility with Lockheed Martin.

SOURCE → "BOOM AEROSPACE UNVEILS DESIGN FOR XB-1 DEMONSTRATOR" BY STEPHEN TRIMBLE, FLIGHTGLOBAL.COM; "GE, AERION LAUNCH JOINT ENGINE STUDY FOR SUPERSONIC BIZJET," AIRCOSMOSINTERNATIONAL.COM; "NASA WIND TUNNEL TESTS LOCKHEED MARTIN'S X-PLANE DESIGN FOR A QUIETER SUPERSONIC JET," NASA.GOV



Eremito hotel

## SILENCE IS GOLDEN

➔ Quiet is emerging as one of the biggest trends in luxury hospitality, thanks in part to scientific evidence pointing to measurable benefits. A 2013 Duke University study suggests that two hours of silence per day prompts brain cell development. While digital detox programs—those that confiscate your phone and other electronics—are not new, many hotels and spas are amplifying the concept beyond the mere deprivation of technology. The Ranch Malibu, for example, offers silent meditation hikes, while the very urban Park Hyatt New York partnered with the MNDFL meditation studio to provide guests with meditation sessions. Farther afield, the Eremito hotel in Umbria, Italy, set in a 14th-century monastery, immerses you in asceticism: Think ruggedly simple rooms originally used by hermits, no WiFi or cell phone connection, Gregorian chant workshops and work on the vegetable garden—but with a spa.

SOURCE → "IS SILENCE GOLDEN? EFFECTS OF AUDITORY STIMULI AND THEIR ABSENCE ON ADULT HIPPOCAMPAL NEUROGENESIS" BY IMKE KIRSTE ET AL., *BRAIN STRUCTURE & FUNCTION*, NCBI.NLM.NIH.GOV; *THE RANCH MALIBU*.COM; *NEWYORK.PARK.HYATT.COM*; *EREMITO.COM*