

"INSPIERENCES"



INTRODUCTION

"In a consumer society dominated by experiences in the (semi) public domain -- often branded, designed, themed and curated to the nines -- INSPIERENCES represent consumers' desire to bring top-level experiences into their *domestic* domain."

Consumers becoming participants. Creation more valued than consumption. Two-way relationships. Yes, there IS a shift going on. Don't get us wrong, though: this is a parallel world. One-way consumerism is still alive and kicking. We may all dream of being MINIPRENEURS on Saturdays and members of GENERATION C on Wednesdays, yet find ourselves doing some serious shopping for the BEST OF THE BEST on Thursdays.

Recap

You know about 'cocooning' (the need to retreat from the harsh realities of life, which was big in the 80s and 90s), and you may have studied 'Home Haven' and 'Hiving' concepts; you may even have visited one of those 'Homes of the Future', with talking fridges and annoying robots doing their Jetsons spiel.

Fact is, consumers' homes are and will forever be their castles, cocoons, most prized possessions, which means spotting new domestic trends, before others do, could net you serious bucks, euros, pounds and yens.



So the big thing in the world of domestic bliss right now? How about re-creating experiences from the outside world into INSPIERENCES for the home? Mind you, INSPIERENCES will be as much about *extending* these experiences as flat out replacing them: consumers will still choose to visit a 'real' Crunch gym on the weekend, they will still hang out in bars with friends, they will still stay in hotels, and they will still come to the office for meetings and human contact.

So what's driving the home-upgrading and INSPIERIENCE trend? Well, try one or more of the below:



- Rampant individuality: we are all MASTERS OF THE YOUNIVERSE, our homes turning into highly connected, sophisticated control and entertainment centers.
- Post 9/11 insecurity: 'let's stay in and invite some friends' says it all.
- Convenience: consumers are still time-starved, so having or doing *anything* at home means not having to venture out, which saves time.
- Unheard-of levels of prosperity for hundreds of millions of MASS CLASS members from Sao Paulo to Singapore to San Francisco, and ever-higher demands for comfort and quality from mature and experienced consumers. (Americans alone spend more than USD 125 billion annually on remodeling their homes!) The global standard is now the BEST OF THE BEST, and preferably the BEST OF THE BEST from the *professional* world.

The INSPIERIENCE trend isn't slowing down. In fact, we're spotting more and more innovations, new business ideas, new business concepts capitalizing on this phenomenon. So, as 'in the comfort of one's own home' takes on an entirely new meaning, here's a new round of our latest and greatest INSPIERIENCE observations (for earlier spottings, please [go here](#)):

1. Specialty rooms and spaces

Consumers with space to spare* are installing 'specialty rooms and spaces' like there is no tomorrow: think home theaters, game rooms, exercise rooms, outdoor living areas (with every comfort and all possible technology), dance rooms, basketball courts, yoga rooms, home spas, bar rooms, and so on. Check out:

** From empty nesters and baby boomers finding a new purpose for vacant rooms instead of selling their 4 BR homes, to the increase in second or even third home ownership -- there are 6.6 million second homes in the US, and roughly 10% of all EU households own a second dwelling.*

Home Theaters



The battle for the living room is on! From electronics giants like Philips, Sony and Samsung to Google's new [video store](#), everyone is rushing to market to help shape and own the future of home entertainment (read: turning living rooms if not entire homes into private cineplexes).

Which means that consumers looking to entertain (grand)children, friends and themselves, now really DO have everything at their fingertips to install true home theatres. Whether it's movies or the Super Bowl in the US, or the World Cup in the EU, 2006 sure looks like a stellar year for big scale, audio visual [INSPIRATIONS](#). Check out the following related new business ideas:



US-based [Magnolia](#), a division of BestBuy, is turning the art of installing home theatres (from reclining seats and huge screens to sophisticated sound systems) into a branded, nation-wide business: "Magnolia is the new service that will customize your home theater [i.e. tell you exactly what to buy] and make it all work together [i.e. come to your house and hook it all up]". There are currently 70 Magnolia store-in-stores in BestBuys across the US, targeting a massive market: according to the National Association of Home Builders, 36 percent of people building new homes want a media room, with the majority spending USD 5,000-55,000 (EUR 4,125-41,250/GBP 2,840-28,400) on their systems. International expansion sounds like a no-brainer.



No home theater is complete without theater style seating: Hawaiian Lomi peddles the [Ultimate Home Theater Series](#), a line of massage chairs and accessories. Think E-Motion massage chairs and center tables with built-in cup holders and storage space.



And no movies without popcorn, either! The [A1 Home theater popcorn popper](#) serves up professional-grade popcorn from a popper with contemporary silver-and-black styling, and optional cart to complete the theater look.

Home Elevators



Ideal for aging boomers, or [UBER PREMIUM](#) addicts who want the same convenience as experienced in commercial buildings: home elevators! [Daytona Elevator](#) installs two-stop pneumatic vacuum elevators (which means they use suction) for USD 20,000-22,000 (EUR 16,500-18,150/GBP 11,350-12,495) per lift. For even bigger McMansions, [Access Elevators](#) will charge USD 26,000 to 28,000 for a cherry panel, accordion-style gate, three-stop elevator. Consumers more interested in maple/walnut wall panels are served by [Waupaca Elevator](#)'s three-stop hydraulic lifts. The next must-have necessity?

Private Rooms



Add this monster to your [INSPIERIENCE](#) slash gaming slash inter-tainment watch-list: Yamaha's [Entertainment MyRoom](#). The room, well, box, contains a soundproof 2.5 square meter area for playing noisy games, listening to music, working and studying, or just 'being'. Originally designed for professional musicians, it comes complete with two power inputs, a ventilation fan, optional windows and an internal lock. Why rent a sound studio or hang out at [BE-ING SPACES](#) if you can have one at home?

Wine Rooms



How about [INSPIERENCES](#) for (aspiring) oenologists? To relive the intoxicating part of that three Michelin star experience, and out-do everything else, consumers turn to GE's [Monogram Walk-In Wine Vault](#), a 7-by-8 foot computerized wine chamber, which lets users keep track of their inventory online. The vault holds as many as 975 bottles, and costs USD 30,000 (EUR 24,750/GBP 17,000).

There's also a [MASSCLUSIVITY](#) edition: a 57-bottle under-the-counter wine refrigerator. The stainless-steel fridge (USD 1,999-2,999/EUR 1,650-2,475/GBP 1,120-1,680) has a "privacy glass" door that turns from clear to opaque with the push of a button.

Competition comes from the Liebherr [WS 4600 Wine Cabinet](#). For beer-soaked [INSPIERENCES](#), see our products and services spottings below.

Need even more input and inspiration?
[trendwatching.com's 2008 Trend Report](#)
covers 12 themes, 24 trends
& over 200 examples.

(Download now to start using it within minutes.)



More at www.trendwatching.com/trendreport »

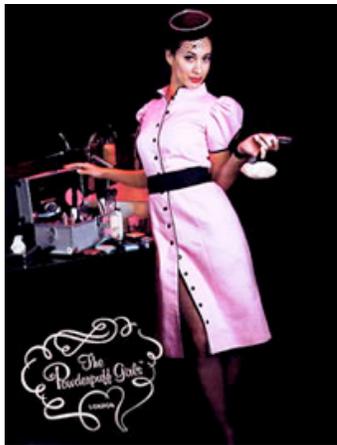
2. Products and Services

Are your customers literally not living that large (from urban warriors in Manhattan to aspiring members of the middle class in South Korea)? Here are some 'previously-only-available-in-the-outside-world-or-professional- flavor' goods and services that may transform even the tiniest of apartments into **INSPIERIENCE** centers:

Services | Stop-by Entertainment



• What about REAL home theater shows? In November 2005, Polish [Teatr Rozmaitosci](#), located in Warsaw, started performing their play 'Mleko' ('milk') in customers' living rooms or kitchens, during lunch time or in the evenings. The cost of a living room play is PLN 500 (EUR 150/USD 182/GBP 103). (Spotted by Michal Sobczyk, [Springspotter Network](#).)



In the UK, the [Powderpuff Girls](#) will send a team of professional make-up artists in sexy but prim Agent Provocateur-inspired uniforms to ordinary homes, preening lady guests with a VIP hair and make-up session. A true **INSPIERIENCE**, and one that can be copied by many services that are celeb-only now. (Spotted by Emma Cramer, [Springspotter Network](#).)



More pampering: spa AND space-starved **INSPIERIENCE** seekers in Southern California can have [Spa On Location](#) stop by: it's a mobile spa in the form of a 36-foot RV that parks in front of customers' homes. The on-board treatment center provides massage therapy, facials, manicures, and pedicures. A minimum 4-hour treatment is charged at USD 1,250 (EUR 1,030/GBP 700), which leaves open a market for more modestly-priced alternatives. There's more than a hint of [POP-UP RETAIL](#) in here as well.

Products | Beer Taps



So whatever happened to professional home beer taps for consumer customers, which we first covered in 2004? Well, they took off big time, and are set to become even bigger with a soccer-obsessed summer in Europe kicking off on June 9th.

Numbers? First movers Krups/Heineken sold more than 150,000 [BeerTenders](#) in The Netherlands alone, while 1,4 million refrigerated 5 liter kegs found their way to **INSPIERIENCE** minded consumers. Beer brands available are Heineken, Amstel, Brand, Wiekse Witte, Gosser, and Zipfer.

Competition has recently emerged in the form of [Perfect Draft](#), a Philips-Interbrew home tap, sold in The Netherlands, Germany, Luxembourg, and Belgium. More than 45,000 taps have been sold in the Benelux. Brands available: Dommelsch, Hertog Jan, Grolsch, Bavaria, Jupiler, Stella Artois, Diekirch, Becks, Diebels, Dinkelacker, and Hasseröder. Both taps retail for EUR 199 (USD 240/GBP 135).



And the saga continues: Dutch appliance manufacturer Edy recently introduced the [HomePub](#), a EUR 900 (USD 1,090/GBP 619) fridge with a built-in beer tap, which works with most 5 liter kegs available in supermarkets. After the invasion of professional-grade coffee machines, and now beer taps, what will be next for kitchens-turned-espresso bars/cafes? How about professional [teppanyaki griddles](#)? ;-)

Products | Photo Labs



The list of professional services migrating to the domestic domain is endless. Take photography. First it was professional, zillion-pixel digital cameras becoming available to the general public (if not [GENERATION C](#)), now it's the prints that join the [INSPIRENCE](#) trend. The Sony [Snap Lab](#) is a commercial photo printer, but at USD 1,650 (EUR 1,360/GBP 935) -- and no doubt getting cheaper by the week -- it may well be a hit with home users. It takes rolls of photo paper instead of sheets, so it can print as many as 300 pictures in one go, at a rate of 13 seconds per photo. JPEG, TIFF, and BMP images up to 6400 x 4800 dots per inch are supported, and the Snap Lab features integrated Memory Stick, Compact-Flash, SD, SmartMedia, xD, and USB slots (source: Engadget).



Even more affordable is the Canon Pixma MP950 [All-In-One Photo Kiosk](#), which, for USD 450 (EUR 370/GBP 255), features a 7-colour ink system producing 9600 x 2400 colour dots per inch and has the ability to scan up to 12 negatives or 8 slides; wireless printing included. This is the stuff that not only tilts the scale from professional lab to DIY, but may even turn consumers into [MINI-PRENEURS](#), professionally printing their friend's and family's pics for a small fee! The side business in all kinds of professional photo papers and inks should be tasty, too.

Products | Health

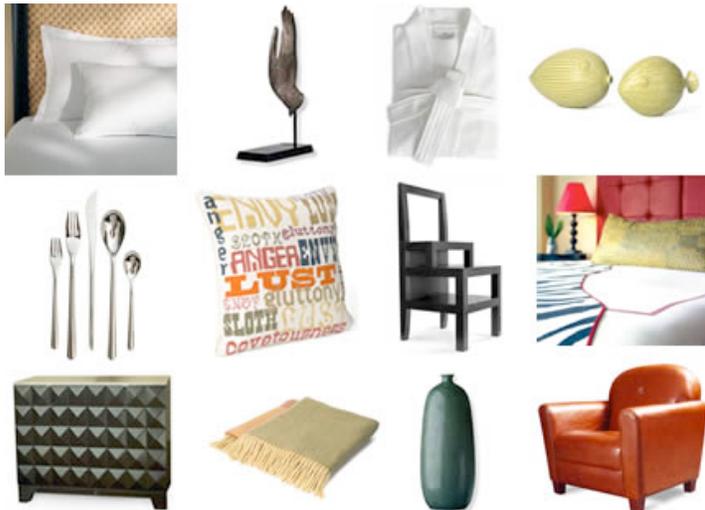


Providing consumers with the same professional medical equipment at home as they have to come to rely on in the outside world, Philips is making good money from its [HeartStart Home](#). The device comes to the rescue to anyone trying to save the life of a person who suffers a sudden cardiac arrest. The HeartStart Home comes with audio instructions -- a clear, calm voice talking the user through each step. It also senses and adapts the instructions based on the user's actions, and decides whether a shock is necessary (only delivering a shock only if needed). Consumers pay USD 1,695 (EUR 1,400/GBP 960). Want more? Check out the [Braun SensorControl](#), which lets consumers professionally monitor their blood pressure at home. With an ageing yet outspoken, self-help obsessed population, why do we feel there's more to follow in this space?

3. Where do consumers find inspiration?



So where do consumers encounter superior experiences that make them crave domestic versions of the BEST OF THE BEST? Try stylish hotels: they're at the forefront of providing consumers with **INSPIERIENCE** inspiration. These days, virtually every up-scale hotel chain has turned its rooms and shared spaces into virtual **INSPIERIENCE** showrooms. From **TRYVERTISING**-style partnerships, to directly selling their entire inventory to guests.



To get a feel for what's doing in this space (and to come up with a short list of hotels that *should* carry your professional or haute-design stuff as part of their collection), check out the following hotel stores:

- [Westin At Home](#)
- [W The Store](#)
- [Sofitel SO Boutique](#)
- [Holiday Inn Express SmartMart](#)
- [Le Parker Meridien New York](#) ("Take It Home, Don't Steal It")
- [NineZero Hotel](#)
- [James Hotels](#)
- [St Regis Monarch Beach Resort](#)
- [Loews Park Avenue At Home](#)
- [Kimpton Hotels](#)

Or contact these fulfilment companies:

- [Hotels At Home](#)
- [Boxport](#)
- [Hoteluxury](#)



Next? **INSPIERIENCE** pioneer Westin Hotels, who last year sold millions of dollars worth of Heavenly Beds, now also sells Heavenly Beds through [Nordstrom](#) department stores.

Obviously, what works for hotels, should work for other experience temples as well: what about cruise ships? Airlines? Restaurants? Casinos? (Actually, check out Atlantic City's Borgata resort and casino store, at [ShopBorgata](#), which even sells its customers the Old Homestead steak knives and steak sauce as used/served in their restaurants.)

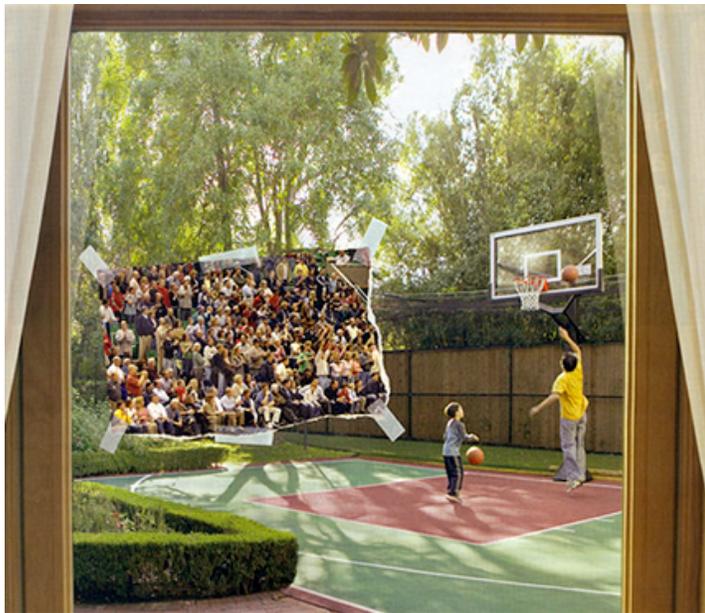
We'll expand further on the topic of consumer inspiration in an update of our upcoming, related [CURATED CONSUMPTION](#) trend.

Opportunities

The **INSPIERIENCE** trend is evolving. It will continue to be about consumers wanting to 'domesticize' any interesting experience they have in the (semi) public space, at times treating every surrounding like a giant catalogue. What's changing is that increasingly, these consumers know what's the BEST OF THE BEST, both experience and inspiereance-wise. (Please re-read our [HYGIENIA](#) trend description.)

Thus, the main opportunity? Dreaming up the **INSPIERIENCE equivalent of all experiences you currently offer your customers. The main challenge? Be prepared to encounter even higher customer expectations: superior **INSPIERENCES** will lead to expectations of even more mind-blowing **EXPERIENCES**.**

Oh, and we haven't even spoken about outdoor-**INSPIERENCES**, but take one look at [Sportcourt](#), [Mirage Outdoor Concepts](#), [Home Infatuation](#), [Micro Cool](#), [Lux Outdoor](#), and [CoolLine](#), and you'll get the picture. There's money to be made by installing professional-grade basketball, volleyball, and tennis courts, water-proof TV sets, and even outdoor climate control (!).



Nor have we discussed the surge in communal rooms, mirroring cool neighborhood bar and restaurant experiences (we'll make sure to give that one its own trend description). Or the latest in home offices. Or yoga rooms. Or ambient/mood lighting, which is already making inroads in trendy stores around the world, and ready for domestic use. And by now, you are no doubt ready to add your own sightings and ideas.

So, will we soon see Starbucks coffee bars for the home? Will Pathe and WarnerBros partner with Magnolia, to take command of the millions of home theaters popping up in residential areas around the world? Will restaurant chains install their equipment in domestic kitchens? Are hotels going to outsource all their physical assets to stylish partners so everything becomes part of a [SEE HEAR BUY](#) world?

And what about add-on services like safety and security, servicing, maintenance, and installments? Think nurses, guards, chefs, and fitness trainers to entertainers, expert cleaners, domestic tech wizards, food and beverage suppliers, and so on. Be creative, and think IN the box this time!

PREVIOUS EXAMPLES September 2004

Sure, you know about 'cocooning' (the need to retreat from the harsh realities of life, which was big in 80s and 90s), and you may have studied 'Home Haven' and 'Hiving' concepts; you may even have visited one of those 'Homes of the Future', with talking fridges and annoying robots doing their Jetsons spiel. Fact is, consumers' homes are and will forever be their castles, cocoons, most prized possessions, which means spotting domestic trends before others do could net you serious bucks, euros, pounds and yens.



So here's what [TRENDWATCHING.COM](#) suspects to be the next big thing in the world of domestic bliss: **INSPIERENCES**. Basically, in a consumer society and outside world dominated by experiences, preferably branded, designed, themed and curated to the nines, the **INSPIERENCES** trend represents consumers' desire to invite brands offering experiences exclusive to the (semi) public domain, to set up shop within their own domestic domain.

Needless to say, before they're allowed to pass through the front door, some of these experiences need to be stripped from the dangers, annoyances, and unwanted interactions with strangers that normally come attached. Think installing Crunch-operated home gyms in that spare room, tapping near-perfect beers on a Heineken BeerTender in one's Entertainment Room, or decking out the master bedroom with Westin's Heavenly Beds, pillows and linen.

Mind you, **INSPIERENCES** will be as much about extending outside world experiences as replacing them: consumers will still choose to visit the 'real' Crunch on the weekend, they will still hang out in bars with friends, they will still stay in hotels, and they will still come into the office for meetings and human contact.



So what's driving the home-upgrading and **INSPIERIENCE** trends? Well, try one or more of the below:

- Rampant individuality -- we are all Masters of the Youiverse these days, our homes turning into highly connected, sophisticated control and entertainment centers)
- Post 9/11 insecurity -- 'let's stay in and invite some friends' says it all
- Unheard-of levels of prosperity for hundreds of millions of **MASS CLASS** members from Sao Paulo to Singapore to San Francisco, and ever-higher demands for comfort and quality from 'mature' and experienced consumers. (Americans alone spend more than 125 billion USD annually on remodeling their homes!)

So, as 'in the comfort of one's own home' takes on an entirely new meaning, we've rounded up a random number of telling **INSPIERIENCE** spottings, examples, insights and related trends:

INSPIERIENCE | Rooms and Spaces

Consumers with premium space (from empty nesters and baby boomers finding a new purpose for vacant rooms instead of selling their 4 BR homes, to the increase in second or even third home ownership -- there are 6.6 million second homes in the US, and roughly 10% of all EU households own a second dwelling) are now installing:



Home Theaters. Industry experts believe one out of every four U.S. households now has some kind of home theater. 37 percent have a 30-inch or larger TV screen and about 8 percent (!) of new homes are being built with a home theater or media room. And according to the National Association of Home Builders' "Housing 2004: Facts, Figures and Trends", media rooms and home theaters are counted among the luxuries 28 percent of their respondents would someday like to have. The cost of a media room can range in price, depending on the quality of components used, from USD 5-15,000; basic home theaters range from USD 15-20,000. (Source: TimesCommunity.com.)

And from home theaters it's a small step to **Boom Boom Rooms** (aka Boys Rooms or Entertainment Rooms). As defined by MTV: "A Boom Boom Room is a place where you go to chill or to party,

to work or to play. It's where your friends want to go when they come over, it's where you stay when you're home. It may house your big screen TV and video games, or maybe a pool table and some plush couches. Central are entertainment, leisure, and satisfaction. It's a crib's most prized possession."

Last but not least, popular **Game Rooms** are now outfitted with such conveniences as in-home bars with authentic beer taps, toys, billiards tables, darts, shuffleboards, poker sets, backgammon, arcade stations, video games, air hockey, pin ball and foosball, mirroring bars and cafes in every possible way except for the limited opening hours.



Laundry Rooms. Whirlpool Corp.'s **INSPIERIENCE** comes in the form of the **Whirlpool Family Studio**, a multi-functional space that combines high-tech clothing care, such as the ImPress Ironing Station, SinkSpa Jetted Sink, DryAire Drying Cabinet, Duet Fabric Care System, and Personal Valet Clothes Revitalizing System. From Whirlpool's website: "The Personal Valet® Clothes Vitalizing System reduces your trips to the dry cleaner and limits the amount of time spent ironing."

Laundry rooms owners will also welcome Siemens' new professional EUR 1199 (USD 1499) shirt-ironing appliance, dubbed the **'Dressman'**, an appliance that elevates domestic ironing to industrial levels. Tagline: "Its results even amaze professional launderers". In Germany, Siemens sold about 4000 units within a few months after introduction in March 2004.



Home Offices. In 2004, nearly a third of the US workforce, or 44 million individuals, is expected to regularly work at home on at least a part-time basis (In-Stat/MDR). Similar numbers apply to many EU countries. The Creative Class is making waves, and home offices are fast becoming a serious **INSPIERIENCE** battleground: from high speed WiFi and professional coffee machines to high performance furniture and stylish in-house meeting spaces, home offices will exceed traditional office experiences. Not surprising then that Office Depot, the office supplies giant, recently introduced the **Christopher Lowell Collection** (designed by Lowell, the Emmy-award winning designer and TV personality), offering 'affordable office furniture and accessories that work with any look,

any lifestyle, and any budget'. As ads (popping up in business mags like Entrepreneur) for the new furniture line put it: "If you wanted your home office to look like an office, you'd work in an office"! And "Can you spot the office in this home office?"



Sports and Fitness Areas. Home gyms are vying with home theaters as the spot for everyone's favourite **INSPIERIENCE!** From fitness rooms, yoga rooms, and spas to basketball courts, tennis courts and swimming pools, working out is taking place at home these days. In the US alone, some USD 4.7 billion was spent on home exercise equipment last year, according to the National Sporting Goods Association. Home gyms are now even available from WalMart, while more professional service providers in the US include the likes of [Home Gym Design](#) and [Underdog Fitness](#). In London, Muswell Hill-based Elite Home Fitness (teaming up with Bang & Olufsen) specializes in creating tailor-made gym facilities for domestic use. Next: spas and in-home health centers, to cater to the needs of ageing boomers, who will increasingly opt for in-house medical care instead of undergoing the regular hospital 'experience'.

Bathrooms. Blame the Four Seasons and other 5 star hotels for homeowners replacing standard shower heads with oversized 'rain' shower heads, and adding body sprays, steam showers, solid surface shower walls, and heated tile floors, if not spa-like tubs, with whirlpools and waterfalls built in. See also below, 'The World as a Catalogue'.



Other dedicated **INSPIERIENCE** rooms and spaces we're keeping an eye on: make-up rooms, grooming rooms, increasingly professional wine cellars, media rooms, the revival of the library, sewing rooms, meditation rooms, pet suites (including automatic pet feeder, doggie door, pet drinking fountain, and a shower for a quick rinse after a romp outdoors; source: Realtor.com), personal beauty salons and dance studios.

INSPIERIENCE | Products and Services

Your customers not living that large? Don't worry: space challenged city dwellers are as much a part of this trend as the 6 BR crowd, as the **INSPIERIENCE** trend also encompasses a wide range of 'professional' or '5 star living' goods and services that may transform even the tiniest of apartments into **INSPIERIENCE** centers:



Shopping. Forget QVC or TellSell: how about retailers actually setting up shop in consumers' living rooms? UK's [Topshop](#), the high street store known for bringing runway fashion to the British masses, is now literally bringing fashion directly to the home. Customers of the aptly named 'Topshop To Go' service book an appointment (within Greater London's M25 area), send Topshop style advisors a list of wants and needs, and the advisors then come around and present and advise right in your living room. A true **INSPIERIENCE!** And all this at no charge or obligation to buy. (Source: TrendCentral, Times Online.) Which other shops will follow this '**INSPIERIENCE** meets [POP UP RETAIL](#)' concept?



Parties. As recently featured in our other newsletter, [Springwise New Business Ideas](#), US based [Traveling Vineyard](#) provides a classy **INSPIERIENCE** by hosting wine tasting parties at clients' homes. Traveling Vineyard's home wine tastings are like Tupperware parties for wine -- their website bills the events as 'a party in a box'. The company began running events in April of 2002, and now boasts over 100 Personal Wine Consultants in 11 states in the US.

Home Appliances. Since 2000, total annual sales for major home appliances in the US have steadily increased more than 13 percent, from \$16.5 billion to \$18.8 billion, according to the Association of Home Appliance Manufacturers. And as the best experiences often involve indulgence of the epicurean kind, no wonder that some of the coolest **INSPIERENCES** of the moment are to be found in the kitchen.

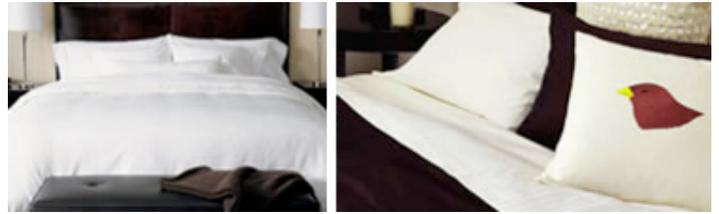


Professional home coffee machines like the [Nestle Nespresso](#) or the [Siemens Surpresso](#) now put many restaurants and bars to shame. And recently introduced Krups/Heineken home beer taps ([BeerTender](#)), with proprietary refrigerated kegs, sell like hotcakes in The Netherlands, where they were introduced less than half a year ago. Krups' competitor Philips will introduce its own tap, the Perfect Draft, in cooperation with Interbrew, in Belgium this November. The press release tellingly states that "this system has been developed jointly by Interbrew and by Philips, whose previous successful partnerships, based on extensive research on changing consumer behavior, have brought new experiences to peoples' homes."



Needless to say, professional kitchens have never been more popular. The latest requirements are floating countertops, granite surfaces and stainless steel ovens, just like those that top chefs around the world use. It's the same story for outdoor **INSPIERENCES**: grills these days come with electronic ignitions, smoker trays, brass-sealed burners and ceramic skins. Makers (like Vieluxe) dub their grill suites 'outdoor entertainment centers', and price tags north of USD 9,000 are no longer an exception. From Vieluxe's website: "after your purchase you'll enjoy the Vieluxe Concierge personal service program. Owners receive complimentary spring tune-ups for the first three years. Experts are available by phone 24 hours a day to answer grilling questions or make suggestions. And your Vieluxe grill is covered by our Limited Lifetime Warranty. With Vieluxe, ownership is more like membership."

INSPIERENCES Sideways: "The World as a Catalogue". Hotels selling their merchandise to guests, from the superior beds they slept on to the oversized shower heads in the bathroom, is a phenomenon we [spotted](#) quite a while ago. Think Westin's [Heavenly Bed](#) and Heavenly Bath, or W Hotels' wineglasses, cow-skin rugs, lingerie, silk handbags, music CDs and, eventually, floral arrangements and MP3 players (source: USA Today).



With literally everything for sale these days, the outside world is turning into a giant showroom, a catalogue, a smorgasbord of products and experiences that can be replicated within the safe confinements of one's private domain. Oh, and if the above reminds you of our [5 STAR LIVING](#) trend, you're right: buying an apartment that's serviced by a next-door 5 star hotel is HOT: it's about creating **INSPIERENCES** by literally attaching your home to leading providers of luxury experiences in the outside world.

OPPORTUNITIES

Two months ago, we pointed out that our [LIFE CACHING](#) trend represented a next step for the Experience Economy concept: how consumers actually can and will capture the avalanche of today's experiences instead of just undergoing them. **INSPIERENCES** in that sense also represent a new step, this one being about mirroring (semi) public experiences within the confinements of one's house or apartment. So, whether you are focused on providing customers with goods and services they consume at home, or whether you're an expert in experiences for the outside world, you can't go wrong with creating branded, high quality **INSPIERENCES** for ever more spoilt and demanding consumers.

INSPIERENCES will most likely evolve into a true Battle for the Home, physically and virtually, in which only the best of the best from the worlds of entertainment and experiences will do. Consumers will want to 'import' any interesting experience they have in the (semi) public space, at times feeling they're moving around in a giant catalogue. Think W and Westin Hotels on a much grander scale. The opportunities, not just for the key **INSPIERENCES**, but also for add-ons like safety and security, servicing, and maintenance, are endless. From nurses, guards, chefs, and fitness trainers to entertainers, expert cleaners, and food and beverage suppliers.

The challenge? Well, besides dreaming up the **INSPIERENCES** equivalent of all experiences you currently offer your customers, be prepared to encounter even higher customer expectations: superior **INSPIERENCES** will lead to expectations of even more mind-blowing EXPERIENCES!

So will we soon see Starbucks coffee bars for the home? Will consumers' bedrooms be decked out completely by W or Westin Hotels? Will Pathe and WarnerBros take command of the millions of home theaters popping up in residential areas around the world? As always, more examples and insights to follow as we'll continue to track this trend.