

## Crisis made a rich modest

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Under the conditions of world crisis loud luxury unexpectedly became inappropriate. Goods and services to [lyuksovoy] category began to enjoy smaller demand, being inferior to modest stamps. Experts consider that the fall on the market for the objects of luxury bears cyclic nature and will be prolonged only more than a year.

The director general of the New York Luxury Institute Milton [Pedraza] considers that the financial crisis made excess expenditures indecent, in this case the possession by provocatively expensive things even can cause harm. According to him, this conceited person they will hardly just as willingly call in guests as in the subcritical times. "Even rich lost money, moreover in Russia also, said Milton [Pedraza]. - Now they were stretched to classics, after changing brands". According to the data of the combined of the study Elite Traveler and Prince & Associates, 76% of families with the income 1-10 million dollars stated that to the end the years were intended to expend less on the objects of luxury.

"This cycle will be prolonged another year or by one-and-a-half, counts Milton [Pedraza]. - Good times soon will return, but thus far crisis forces rich to be more modestly". Expert asserts that the provided for people began to more frequently buy mass goods. For example, instead of the cell phone for 10 thousand dollars, now are taken usual of iPhone, to the orange lamborghini they prefer blue BMW, and multi-one-foot yacht they substitute by small and [ekologichnym] vessel. Changes touched the clothing: to release dust into the eyes in style "I am rich, but it is negligent" it became less profitable, than "I it was reliable and conservative".

Champagne flows by river in the better time, but if we wash down large failure on the exchange or special sale of active memberships by it, then participants will be accepted for the mad. According to the data of the French committee of the producers of champagne faults (CIVC), global sales of beverage in eight months of this year fell to 2,6%, to 165 million bottles. A fall in sales in France composed 4,2%, to 89 million bottles, the export was reduced by 0,67%, it is easy to explain to 76 mln. on the consumption of champagne, coma it is now worse than all: in CIVC they note that least of all of happiness, naturally, in Americans, since export deliveries in the USA in the first half-year fell to 22%, to 6,5 million bottles.

Nevertheless, whatever it happened, [brendy] as such will not disappear under no circumstances, indeed in very nature of man is placed the desire to be isolated. "The state of world economy must be, of course, taken into consideration, but everyone wants to differ; therefore the force of brand will always draw users, said controlling director Farncombe International Graham Robinson, whose firm specializes in the judicial protection of brands. - Global crisis cannot influence stamps themselves; however, it will hinder sales, that naturally now for any retail market". Mr. Robinson said that today grows a quantity of actions on the protection of brands from the forgeries, and, according to him, this phenomenon is characteristic for the crisis circumstances.