

# LUXURY INVESTMENT INDEX

## JEWELLERY SPECIAL



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# Content

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- ◆ **Background**
- ◆ **The Top 10**
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- ◆ **Comparative assets**



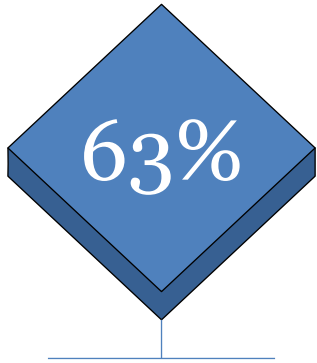
# Background

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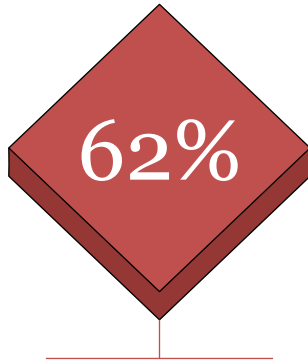
- ◆ **Why?**



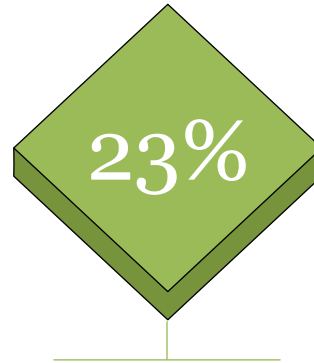
## Attitudes Survey 2015 – Investments of Passion



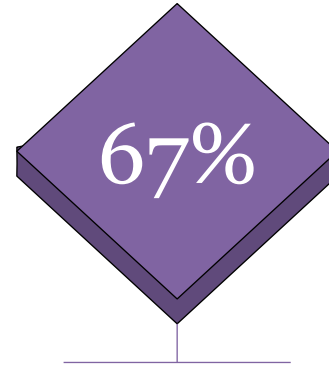
..of respondents said their clients becoming more interested in passion investments, although..



..said clients collect primarily for pleasure. But..



..said capital growth and “safe-haven” status main motivation. And..



..of respondents with Chinese clients said capital growth most important



## Background

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- ◆ **Why?**
- ◆ **What?**
- ◆ **How?**

Jewellery

Art

Classic cars

Wine

Furniture

Watches

Coins

Stamps

Chinese Ceramics

Coloured diamonds

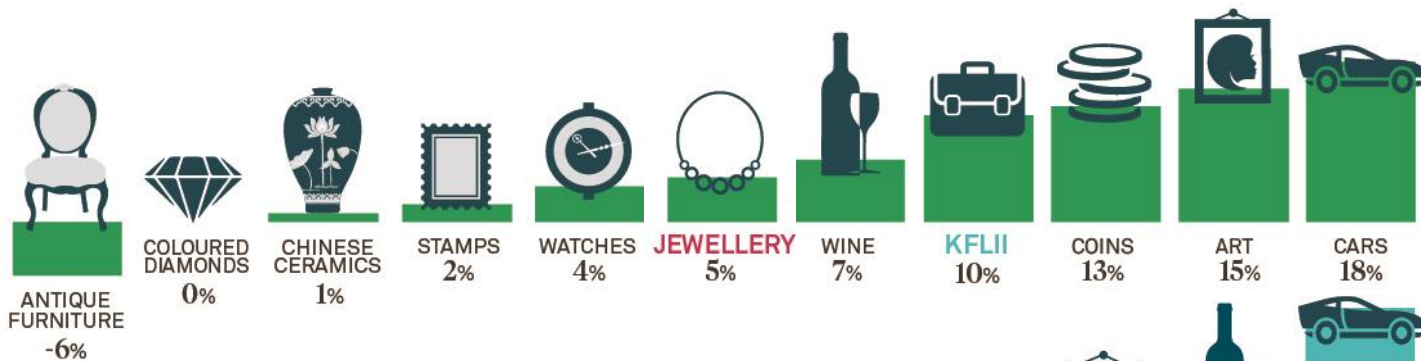
Best available third-party data

Weight each asset to create KFLII



## The Top 10

12 MONTHS



10 YEARS



## The Top 10 – changing fortunes



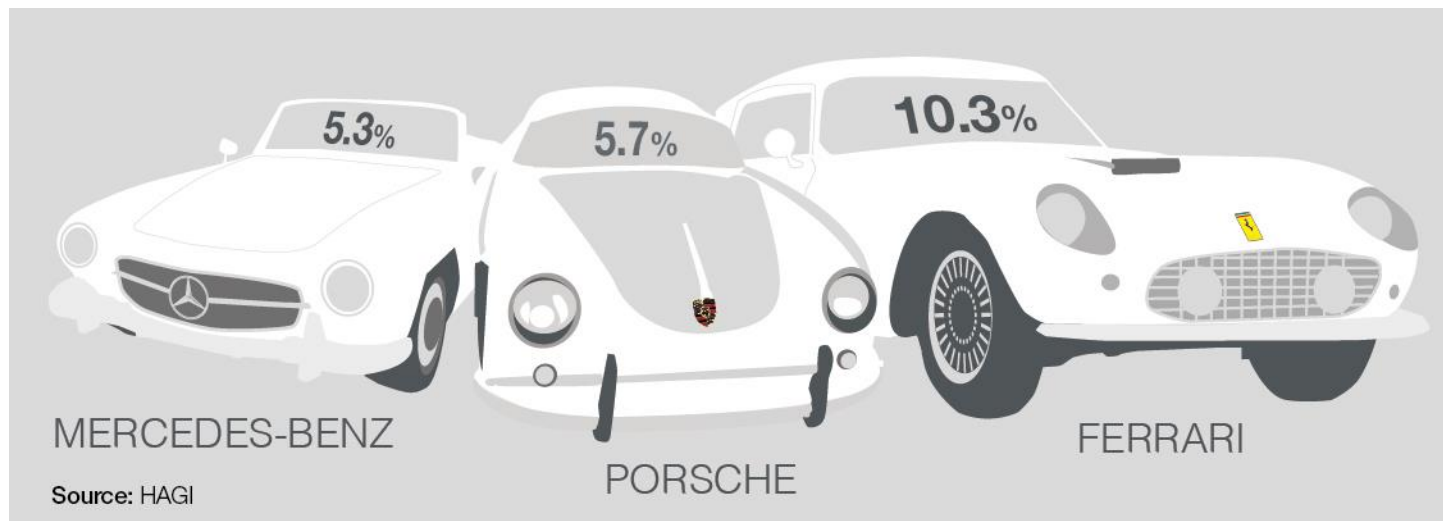
- Art
- Furniture
- Chinese ceramics
- Jewellery
- Watches
- Cars
- Wine
- Stamps
- Coins
- Coloured diamonds



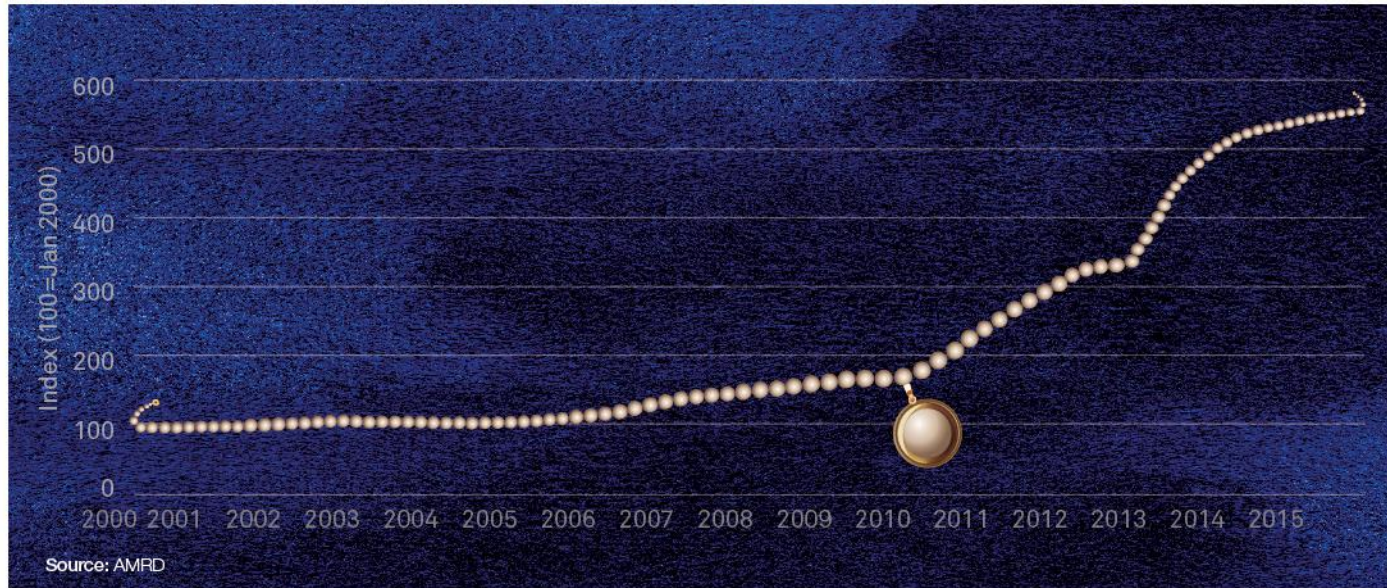


## Behind the headlines – classic cars

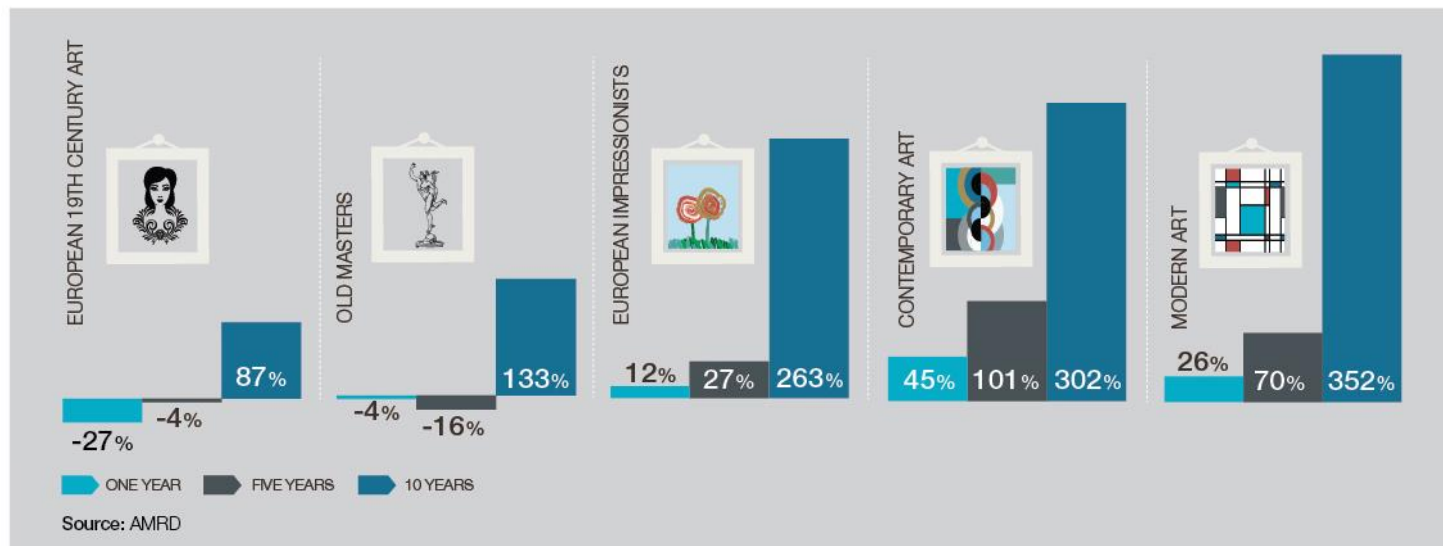
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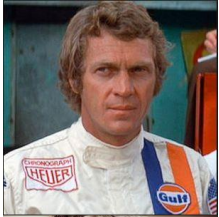
## Behind the headlines – pearls



## Behind the headlines - art



## Behind the headlines – portfolio mix



The Hellraiser      +313%    £4.1m



The Ladies' man      +165%    £2.7m

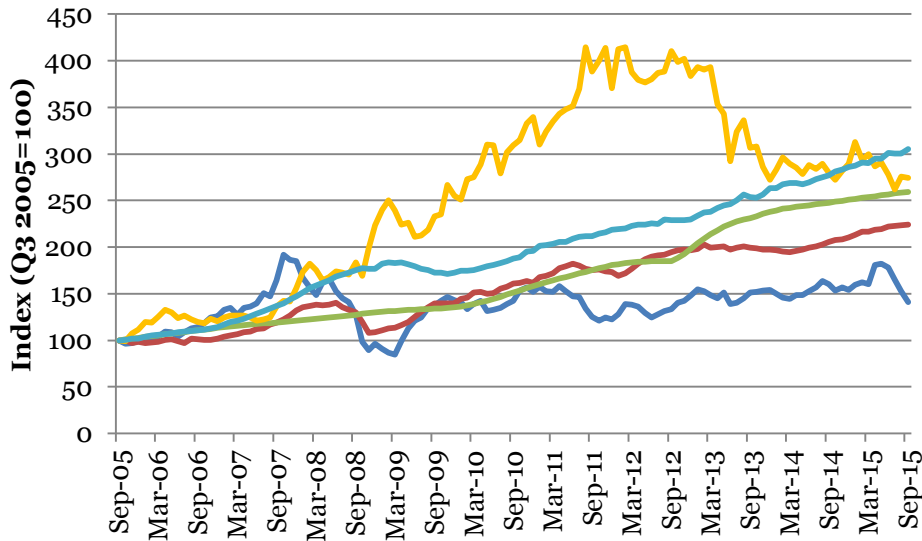


The Geek      +150%    £2.5m

Standard KFLII  
+206%    £3.1m



## Comparative assets – 10-year capital growth (Q3 2015)



KFLII	+206%
Gold	+174%
Jewellery	+159%
HK Luxury houses	+124%
Hang Seng Index	+41%



## Passion versus property

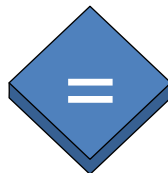
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One of these....

**Four-bed, 3,314 sq ft  
townhouse, Villa Rosa, Tai  
Tam, Island South**

**HK\$160m**



## Passion versus property

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About half of this....

1962 Ferrari 250 GTO  
Berlinetta

\$38m



## Passion versus property

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About 1.5 of this....

Madonna Laboris, 1931, Nikolai  
Konstantinovich Roerich

\$12m





## Passion versus property



Almost two of these....

Fancy deep-blue diamond 5.3  
carat Bulgari 'Trombino' ring

\$9.3m



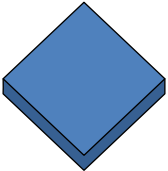
## Passion versus property



Around two of these....

Yongzheng blue and white garlic-  
mouth vase

HK\$76m  
(\$9.8m)



## And just in case you didn't know

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- ◆ **Knight Frank is...**
- ◆ **More than 13,000 people in....**
- ◆ **Over 400 offices in....**
- ◆ **58 countries across....**
- ◆ **Six continents**



# Thank you

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Now listen to the experts....

