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LUXURY LIVING:

THE RISE OF  
UHNWIS'  
SPECIAL  
INTERESTS

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s the world becomes increasingly conscious of the need for sustainable practices and investments, the

concept of living a luxury lifestyle as an Ultra High Net Worth Individual (UHNWI) while promoting sustainability may seem like a paradox. However, an evolving generation of UHNWIs, particularly millennials and females, are pioneering a new wave of sustainable investing that aligns with their values and beliefs. Let's explore how living a luxury lifestyle can be combined with sustainable investing and also highlight the special interests of next gen, millennial, and female UHNWIs in this domain.

Traditionally, luxury lifestyles have been closely linked to excess and a certain level of environmental indifference. Historically, there have been specific areas where luxury living has shown a lack of concern for the environment, such as air travel, especially with regard to private jets, and yachting. These indulgent activities are often associated with high carbon emissions and negative ecological impacts. However, a changing mindset among UHNWIs is placing sustainability at the forefront of luxury lifestyle living coupled with the desire for a more meaningful existence.

There is an increased awareness of the environmental aspects associated with luxury living, leading to a growing emphasis on adopting a more sustainable approach. UHNWIs are recognizing the importance

of minimizing their ecological footprint and are actively seeking ways to integrate eco-conscious practices into their extravagant lifestyles. This shift signifies a significant departure from the traditional paradigm of luxury, as sustainability becomes an integral part of the high-end living experience.

UHNWIs are recognizing that they have the power and resources to drive positive change through sustainable investing. By making conscious investment decisions, they can contribute to the development of a sustainable future while maintaining their luxury lifestyles.

Sustainable investing decisions are directly linked to the lifestyles of UHNWIs in various ways, including choices related to automobiles, luxury hotel resorts, sailing versus motor yachts, clean food and dining practices, and luxury goods such as clothing, just to mention a few examples.

### *Automobiles*

The choice of car for UHNWIs holds significant influence over sustainability best practices. As high-net-worth individuals, UHNWIs often have a wide range of luxury vehicles at their disposal. Opting for electric or hybrid cars instead of conventional gasoline-powered ones can significantly reduce carbon emissions and contribute to a more sustainable future. Electric vehicles (EVs) produce zero tailpipe emissions, reducing air pollution and reliance on fossil fuels. Additionally, UHNWIs can support manufacturers that prioritize sustainable materials, energy-efficient manufacturing processes, and innovative technologies in their car models. By embracing sustainable transportation options, UHNWIs can lead

by example and inspire positive change, demonstrating their commitment to environmental stewardship and sustainability best practices.

### *Luxury hotels*

UHNWIs often frequent luxury hotel resorts that aim to provide exceptional experiences. Sustainable investing allows UHNWIs to support and invest in resorts that prioritize eco-friendly practices. This includes implementing energy-efficient systems, using renewable energy sources, minimizing water consumption, promoting local and organic food options, and supporting local communities through responsible tourism practices. By investing in sustainable luxury resorts, UHNWIs can enjoy their lavish vacations while minimizing their environmental impact and contributing to sustainable tourism development.

### *Sailing and motor yachts*

Sustainable investing extends to the choice between sailing and motor yachts. Sailing yachts rely on wind power, a clean and renewable energy source, while motor yachts typically consume fossil fuels. UHNWIs interested in sustainable investing can opt for sailing yachts or support manufacturers that are developing electric or hybrid propulsion systems for motor yachts. By choosing more environmentally friendly options, UHNWIs can reduce their carbon footprint associated with leisure activities while enjoying the luxury and serenity of the open waters.

### *Clean Food and Dining Practices*

Sustainable investing encompasses the promotion of clean food and dining practices, aligning with UHNWIs' desires for high-quality, healthy, and ethically sourced food. This includes investing in organic farming, sustainable aquaculture, and farm-to-table initiatives. UHNWIs can support restaurants and luxury resorts that prioritize sustainable sourcing, minimize food waste, and adopt

eco-friendly practices in their operations. By investing in and patronizing establishments that value clean food and dining, UHNWIs can indulge in exquisite culinary experiences while supporting sustainable agriculture and responsible food production.

### *Luxury goods*

Sustainable investing also extends to the realm of luxury goods, including clothing and fashion. UHNWIs can invest in fashion brands that prioritize sustainability, ethical labor practices, and environmentally-friendly production processes. By supporting sustainable fashion, UHNWIs can contribute to reducing the industry's environmental footprint, encouraging fair trade, and promoting the use of organic and recycled materials. They can enjoy luxurious, high-quality clothing that aligns with their values of social and environmental responsibility.

### *Next gen, millennial, and female UHNWIs*

Particularly, next gen, millennial, and female UHNWIs are driving the change toward sustainable investing due to their inherent values, which prioritize social and environmental responsibility. They seek investments that align with their ideals, such as renewable energy, clean technology, and ethical consumer products. They understand the importance of long-term sustainability and are willing to allocate their capital towards impactful projects that yield both financial returns and positive social or environmental outcomes.

Particularly, female UHNWIs are increasingly becoming influential voices in the sustainable investing space. Research shows that women often exhibit higher levels of empathy, altruism, and long-term thinking, making them more inclined to invest in projects with a positive societal impact. Additionally, many female UHNWIs prioritize investments that empower and uplift women, such as gender equality



initiatives, women-led enterprises, and companies promoting female leadership.

### *Switzerland: A Hub for Sustainable Investing*

Switzerland has emerged as a prominent destination for sustainable investing, attracting UHNWIs from around the world.

Switzerland has earned a well-deserved reputation for its leadership in sustainable technologies and practices. The country's commitment to sustainability is evident through its initiatives in renewable energy, waste management, and sustainable transportation infrastructure, which provide ample investment opportunities in cutting-edge industries.

In terms of renewable energy, Switzerland has made significant strides in transitioning to cleaner sources of power. The country has a strong focus on hydropower, with numerous hydroelectric plants harnessing the energy potential of its rivers and lakes. Additionally, Switzerland is investing in solar energy, wind power, and geothermal energy, diversifying its renewable energy portfolio. This commitment to sustainable energy not only reduces carbon emissions but also offers lucrative investment prospects for UHNWIs seeking to support and profit from the transition to a greener future.

Switzerland's waste management practices are also commendable. The country has implemented highly-efficient recycling and waste treatment systems, encouraging a circular economy approach. Waste is carefully sorted, recycled, and repurposed,

promoting resource conservation. Such sustainable waste management practices create investment opportunities in waste-to-energy technologies, recycling facilities, and innovative solutions for waste reduction.

Furthermore, Switzerland's sustainable transportation infrastructure sets a remarkable example. The country boasts an extensive network of efficient and eco-friendly public transportation systems, including trains, trams, and electric buses. Swiss cities prioritize pedestrian-friendly layouts and encourage cycling, reducing reliance on private vehicles. These sustainable transportation initiatives not only alleviate traffic congestion and air pollution but also open doors for investments in electric vehicle technology, charging infrastructure, and smart mobility solutions.

In addition to its domestic efforts, Switzerland actively participates in global sustainability initiatives. The country is a signatory to international agreements such as the Paris Agreement and the United Nations Sustainable Development Goals (SDGs). Switzerland takes its role in these initiatives seriously, supporting and contributing to global efforts to combat climate change, protect biodiversity, and promote social and economic sustainability. This commitment enhances Switzerland's credibility as a destination for sustainable investing, as UHNWIs can align their investments with broader global sustainability goals and make a meaningful impact on a global scale.

Swiss banks and wealth management institutions have embraced the concept of sustainable finance, offering specialized services and products tailored to UHNWIs



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interested in sustainable investing. They provide expertise in impact assessment, risk management, and access to a global network of sustainable investment opportunities.

#### *Swiss luxury lifestyle*

Switzerland offers the ultimate luxury lifestyle experience, combining breathtaking natural landscapes, impeccable hospitality, and a commitment to excellence. From the picturesque Swiss Alps to the pristine lakes, Switzerland's stunning surroundings create a backdrop of unparalleled beauty.

The country's luxury resorts, renowned for their world-class amenities and service, cater to the discerning tastes of UHNWIs. Whether it's a luxurious ski chalet in Verbier, a lakeside retreat in Geneva, or a high-end city hotel in Zurich, Switzerland's hospitality industry is synonymous with elegance, sophistication, and attention to detail.

Moreover, the country's reputation for precision and craftsmanship extends to its luxury goods, including Swiss watches, exquisite jewelry, and haute couture fashion. With a rich culinary scene, Michelin-starred restaurants, and an emphasis on fine dining, Switzerland tantalizes the taste buds of luxury connoisseurs.


Combining these elements with a sense of tranquility, security, and privacy, Switzerland provides UHNWIs with an unrivaled luxury lifestyle experience.





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