

What Singapore's wealthy spend on

Product category	Most popular brand	% who currently own this
Cars	BMW	25
Jewellery	Tiffany and Cartier	40 and 29
Watches	Rolex and TAG Heuer	45 and 34
Alcohol	Remy Martin, Hennessy, Chivas Regal, Martell, and Johnnie Walker	37, 35, 35, 35 and 35 respectively
Fashion	Calvin Klein, Montblanc, Ralph Lauren and Gucci	55, 47, 47 and 45 respectively
Financial services	DBS	66
Skincare	SKII	38

Source: AFFLUENT INSIGHTS 2015 HNWI LUXURY STUDY ST GRAPHICS