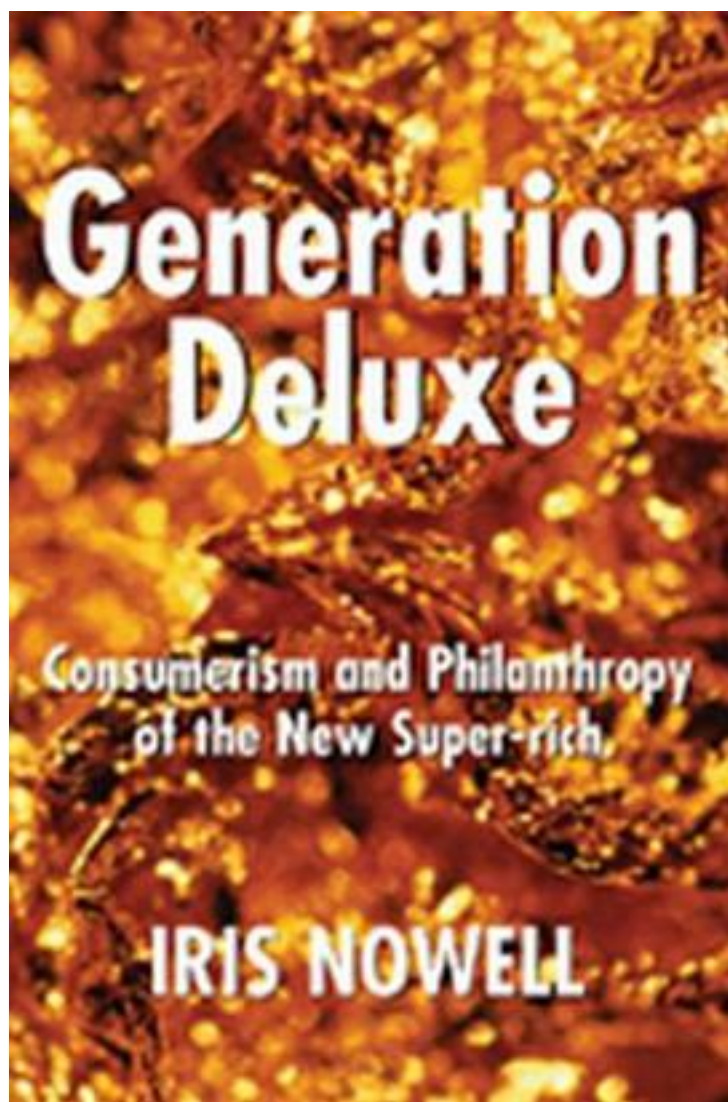


Generation Deluxe



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They fork out 100 million for starter castles, 500,000 for a customized Mercedes, and 1.2 million for a watch. While Generation Deluxe explores the spending patterns of the wealthy, a dark underside emerges: excessive consumerism is creating serious damage to the environment and human life. Simultaneously, the super-rich - and celebrities - are raising awareness and spending multi-millions cleaning up the damage and, as never before, funding solutions to global problems of poverty, hunger, and disease prevention.

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