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Five Valentine's Day Gifts For Old Souls That Go Beyond Flowers And Chocolates In 2026

By [Kate Hardcastle](#), Contributor. © AKA The Customer Whisperer: advisor, bro... ▾

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Recent Grammy winner, RAYE brings lyrical candour appeals to audiences seeking emotional realism. Her current tour 'This Tour May Contain New Music' celebrates four sold out February nights at the o2 Londo, but gift givers can rejoice in t ... [More](#)
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THE MARK

“I’m old fashioned” wrote lyricist Johnny Mercer in the 1934 American songbook standard. The line was about preferring sincerity to spectacle and nearly a century later, that sentiment is surfacing again, not just in culture alone, but in measurable consumer behaviour.

Across fashion, media, hospitality and technology, spending is concentrating in categories defined by tactility, atmosphere and sensory immersion. This is not retro styling. It is an economic shift toward experiences and objects that feel physically present in an increasingly digital environment.

Shopping for the Senses

In media, vinyl has now recorded more than 15 consecutive years of growth, with UK sales rising again last year and a significant share of buyers under 35. Physical formats function less as convenience products and more as ritual objects as listening returns to being more of focussed activity and not just background.

Analog photography shows similar signals. Film sales have increased year-on-year, and camera makers report sustained demand for non-digital formats. Consumers cite creative control and sensory involvement as motivations.

Romance Spending Mirrors the Same Sensory Priorities

These cultural shifts appear clearly in how premium consumers express intimacy through spending.

- Luxury textiles engage touch and temperature.
- Live performance activates sound and shared presence.
- Fine dining engages taste and ritual pacing.
- Hotels provide atmosphere and controlled sensory environments.
- Art in the home sustains visual emotional cues over time.

Multi-sensory experiences are encoded more deeply in memory than symbolic objects. That increases perceived emotional value and celebrate the trend of investment pieces and the rise and rise of experience spending. Here are 5 ideas for your true-romantic:



5. Caviar and Champagne to Start The Evening



Caviar Kaspia operates more like a discreet members' salon than a restaurant. The int ... More
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Located inside The Mark Hotel, [Caviar Kaspia](#) operates more like a discreet members' salon than a restaurant. The interiors, by Parisian designer Jacques Grange, lean into private-club intimacy: emerald velvet banquettes, polished wood panelling and low, golden lighting designed to flatter rather than dramatise. Tables are arranged for conversation, not turnover, a detail that immediately shifts the tone of your perfect, romantic evening.

What gives the room its charge is lineage. The original Caviar Kaspia opened in Paris in the 1920s as a meeting place for artists, editors and fashion insiders, and that sensibility travelled with it to New York. During fashion weeks and major cultural moments, the banquettes often hold designers, collectors and low-key power diners, people who value discretion over display.

Your ritual should begin with champagne and then enjoy the unhurried pace aligned with your conversation rather than course turnover. The menu centres on classic caviar service, but the dish most associated with the room is the twice-baked potato crowned generously with caviar (prices for the famous Caviar Baked Potato: range from \$95 – \$540+.) For those who maybe can't get a reservation, or want a 'night-in' there is a selection of the restaurant's favourite dishes [on Doordash](#).

