



**Uché Okonkwo** is recognized worldwide as one of the pioneer business strategists and opinion leaders in the luxury industry. With insightful vision on the luxury business, a strong creative talent and a rare capacity to pull luxury brands together, she has collaborated closely with major established luxury companies as well as emerging luxury brands. Her expertise in taking luxury brands to elevated growth through strategic and insightful business and creative solutions have led to the successful growth of several brands and the turnaround of others. Through her steering guidance, Luxe Corp is currently playing a key role in the re-shaping the business practices of luxury brands and the business approaches of the luxury industry.

She initiated the creation of Club e-Luxe in 2006 out of a recognition of the importance and pivotal role that technology, digital media and the internet would play in the future of luxury. Club e-Luxe is currently the only platform that congregates luxury executives to provide them with the knowledge, strategies, tools, techniques, applications and systems that luxury requires to thrive in the world of digital media, technology and innovation.

Uché is also the Founding Editor of the luxury business magazine, *Luxe-Mag.Com*, which provides in-depth analysis of luxury management issues. Her 2007 bestselling book, *Luxury Fashion Banding* is the first book that addresses the business of luxury from a strategic viewpoint and has been described as an '*indispensable resource for anyone involved in the luxury business*'. Her recent book, *Luxury Online* (2010), is the first book on luxury to address the subject of the internet, digital media and new technologies in the context of luxury and has been described as '*what the luxury industry has been awaiting for over a decade*'.

She speaks regularly at key luxury industry events worldwide and constantly gives seminars on the luxury business to business students, MBAs and alumni of several business schools including Harvard Business School, ESSEC Paris and EML Geneva. A multilingual, Uché sits on the board of several luxury entities and is an Honorary Fellow of the American Luxury Marketing Council and an Advisory Board member of the 1.618 Sustainable Luxury Foundation, France. She has an MBA from Brunel Business School, London and in addition to the business of luxury, she is passionate about art, design, culture, gastronomy and aviation.