

## Club e-Luxe Breakfast Seminar



### The Place of Online “Social Media-mania” in Luxury

Friday 8<sup>th</sup> January 2010

(8h00 – 11h30)

The Four Seasons George V Hotel, Paris



## Why?



**Apprehension!**

**Excitement!**

**Bandwagon!**

**Confusion!**

These words describe the current state of luxury on the Social Web as digital social media remains agog with new platforms, applications and sensations ,non-stop.

These platforms provide new ways of communicating, interacting, conversing and sharing experiences, opinions and viewpoints. They have brought a new way of communicating . They have given luxury clients the power to express themselves in ways unprecedented and to influence thousands of people worldwide in real time!

But they have also brought multiple challenges to the way luxury brands present and express themselves online. More than anything else they have led to widespread confusion in the luxury landscape. It is time for this confusion to be addressed.

Through the voices of experts, thought leaders, analysts, practitioners and strategists, this breakfast seminar addresses the challenges of the new social media through insightful presentations and debates. For the first time luxury brands will understand how to strategically approach social networks, blogs and converse with a new generation without sacrificing the brand's integrity.

**Places are limited to 40 participants and we advise early confirmation to avoid disappointment. Participation is free for Club e-Luxe members and costs €350 (+VAT) per person for non-members , subject to space availability.**

## How?

**Friday 8<sup>th</sup> January 2010 , 8am – 11:30am**

- 8h00 Welcome & registration by the Luxe Corp team of Business Analysts
- 8h15 Crafting the Social Media Strategy & Organisation Beyond the Numbers & Excitement by Uché Okonkwo
- 9h00 Open your Eyes to Digilant, The Social Media Tracking Platform You Never Knew Existed by André Kolasinski
- 9h40 The Good, The Bad & The Ugly of Blogging and How to Avoid the Temptations by Geraldine Dormoy
- 10h15 Roundtable Discussion: Traditional Media vs New Media – What Direction For Luxury Brands? by Robert Treifus, Jessica Michault, Tina Isaac, Valérie Lebocq, Anne Voigt-Bordure and Mark Tungate. Moderated by Taka Okazaki-Leblanc, Business & Research Analyst, Luxe Corp
- 11h05 Conclusion: Introducing the Club e-Luxe Digital Luxury Index; and A Ten-Step Guide for Luxury in the online social media space by Luxe Corp
- 11h15 Networking & Departure

**Highlight: There will be a Demo of the DIGILANT Social Media Tracking platform, the only aggregator that tracks, assembles and streamlines the online social media conversations and content about luxury brands in real time and in 28 languages!**

## Speakers

**Uché Okonkwo** is recognized worldwide as one of the pioneer luxury business strategists. She is the Founder & Executive Director of Luxe Corp, the leading luxury strategy & management company and the author of the books *Luxury Online* and *Luxury Fashion Branding*, both bestsellers. Uché spear-headed the creation of Club e-Luxe out of the recognition of a dire need for luxury e-business strategic direction. She has an MBA and a PhD in luxury brand management and e-business and sits on the board of several luxury entities. She is also an honorary member of the American Luxury Marketing Council.

**André Kolasinski** (Phd) is the CEO of Luxury Culture Inc, publisher of [luxureculture.com](http://luxureculture.com), the first and so far the only high gloss online magazine to uphold and express the true essence of luxury. He has a career spanning over his 35-year of leadership positions in all aspects of marketing and management, including being the European Marketing Director of Ferrero, CEO of Levi Strauss France, VP Marketing Levis continental Europe and VP of Adidas. Andre has been involved in online marketing for a decade.

**Robert Triefus**, was appointed Gucci's Worldwide Marketing & Communications Director in 2008. Prior to this, he was the Executive Vice President Worldwide of Communications at Giorgio Armani, a position he held since April 1999. Before joining Giorgio Armani, Robert was the Senior Vice President of Worldwide Communications for Calvin Klein for over four years. A British national, Robert has also held positions as the General Manager for International Communications of The Body Shop, Vice President of Communications for The Body Shop International and Associate Director of Ketchum Communications, New York. In his earlier career, he was the Marketing Manager of The Observer and Today newspapers and established his own marketing and communications agency, Timms Triefus Maddick in 1986.

## Speakers

**Jessica Michault**, the Online Style Editor of the International Herald Tribune, has written extensively for the IHT's style pages and special reports for over a decade. She is also the fashion reporter for France 24 television and the fashion and watch correspondent for *Elite Traveler Magazine*. She covers the world of fashion, from Hollywood to Paris and interviews leading designers and fashion executives in the luxury universe. Born in San Francisco, she is now based in Paris with her husband, three little girls and an ever increasing collection of luxury handbags and vintage hair combs.

**Anne Voigt-Bordure** is Director of Communications of Hotel Le Meurice (one of the Dorchester Collection hotels) where she is responsible for promoting the hotel's central role in the French *art de vivre* through creative and marketing initiatives. She has launched new decor concepts for the hotel with designers like Philippe Starck and Charles Jouffre and the Terroir Parisien by 3-star Chef Yannick Alleno. She also created and supported several communications initiatives such as the Meurice Prize for Contemporary Art, the Nocturnes 228, the Galette des Reines and the Frimousses for the UNICEF. Before joining Le Meurice, she worked as a Curator at Fondation Cartier and as an Advertising and Publishing Director at Lancel.

**Valérie Leboucq** has been a journalist at Les Echos since 1987. She graduated from l'Institut d'Etudes Politiques, Paris and started her career at Quotidien de Paris where she spent four years before moving on to La Tribune from where she joined Les Echos. At Les Echos, she was in charge of the luxury sector and consumer goods for several years. In 2001 she was named the *chef adjoint du service* of the luxury industry and in 2006 she became the Editor-in-chief of Les Echos' luxury lifestyle magazine, *Série Limitée*. Since 2008 she has been in charge of the Marketing Management section of Les Echos.

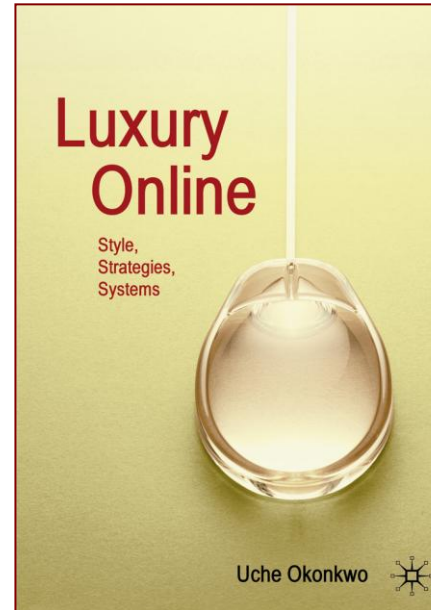
## Speakers

**Mark Tungate** is a British writer based in Paris. He is the author of five books about branding and communications including *Fashion Brands: Branding Style from Armani to Zara* which has been translated into 12 languages), *Adland: A History of Advertising* and the recent *Luxury World: The Past, Present & Future of Luxury Brands*. Mark writes for the French media magazine *Stratégies* and the trends forecasting website *WGSN*. He also lectures on branding and advertising at the Parsons School of Art & Design.

**Tina Isaac** is a Paris-based journalist and editor specializing in the luxury and lifestyle sectors. The founding Editor and former Editor-in -chief of French *vogue.com* (2000-2004), she has written for the American and Russian editions of *Vogue*, the London Evening Standard magazine and *Marie Claire* Australia. Tina is the Paris correspondent for the magazines *Travel + Leisure* (US) and *Flare* (Rogers Media, Canada); she contributes regularly to *style.com* and *WWD* and acts as Features Editor of the semi-annual eco-luxury publication *Above*.

**Géraldine Dormoy** is the Online Fashion Editor of *L'Express*. She began her career in marketing, but took a year out in 2005/6 to study Fashion Marketing at the Institut Français de la Mode. It was during this time that she launched her blog, *Café Mode*. The blog became so popular that it soon attracted the attention of *L'Express*, which eventually employed her full-time as a journalist. Géraldine is one of a new generation of writers who have honed their skills entirely online.

## Luxury Online



*Luxury Online – Styles, Systems, Strategies*, written by Luxe Corp's Executive Director & Founder Uché Okonkwo with a Foreword by Mark Dunhill, CEO of Fabergé, is the first book that addresses the challenges,

strategies, operations, techniques, tools and requirements of luxury in the context of the internet, digital media and new applied technologies.

Written from a strategic and insightful viewpoint the book presents comprehensive evaluation, critical assessment and strategic recommendations of the tactics, styles and systems required to optimize a luxury in the inevitable digital world. Areas that are analysed include the social media, e-communications, e-branding & e-marketing, website design, the e-experience, e-commerce, e-CRM & e-merchandizing, the online consumer, the luxury market evolution applied technology and mobile luxury applications, best and worst practices and several other areas.

Presented in a clear language and full colour with ample visual illustrations and case analysis, *Luxury Online* has been described as an eye-opener.

The book will be officially presented at the event and a pre-publication manuscript will be available for viewing.

## About Club e-Luxe



Photo by Sara White Wilson

Club e-Luxe is an executive club created by Luxe Corp for luxury e-business professionals in response to the urgent need to address the business challenges luxury companies are facing in the context of the internet, digital media and new technologies. Club e-Luxe's main objective has remained to provide luxury companies with access to the most advanced strategies, knowledge, applications, systems and tools required for luxury to thrive online and offline in the technology context.

## Club e-Luxe Participants

Some of the brands and companies that have participated in Club e-Luxe recently.

**LVMH**  
MOËT HENNESSY, LOUIS VUITTON

*Cartier*

**GUCCI**

**LV**  
LOUIS VUITTON

**HERMÈS**  
PARIS

**BOUCHERON**  
PARIS

**PIAGET**

**COTY**

**BURBERRY**

**FABERGÉ**

**my**  
wardrobe.com

**Dior**

**SONIA RYKIEL**  
PARIS

*Annick Goutal*  
Parfums

**Browns**

**RÉMY MARTIN**  
FINE CHAMPAGNE COGNAC

**AS SMALL WORLD**

**GILT**  
GROUPE

INTERNATIONAL  
**Herald Tribune**

**L'ORÉAL®**

**Skywire**

**GOTTESMAN**  
PARIS

## Confirmation

I will like to participate in the Club e-Luxe Breakfast Seminar. Here is my information. I understand that my place will only be confirmed upon my payment of the participation fee of **€350** (for non French companies) and **€418.60** (for French companies , VAT included) by cheque or bank transfer. Participation is free for Club e-Luxe members. Places are limited to 40 participants.

First Name & Surname \_\_\_\_\_

Job Title \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

Direct Telephone \_\_\_\_\_

Direct Fax \_\_\_\_\_

Direct Email \_\_\_\_\_

Website \_\_\_\_\_

Payment Method  Cheque  Bank Transfer  Other (specify)

Signature \_\_\_\_\_

Date \_\_\_\_\_

Send this page by Fax to + 33 (0) 149 26 06 71; by email to Vanessa Louis at [vanessa@luxe-etc.com](mailto:vanessa@luxe-etc.com); or by post to Luxe Corp, 26, Place Vendôme Paris 75001, FRANCE. Telephone: + 33 (0) 1 49 26 06 15. You will receive an invoice with instructions for payment. Places will be confirmed only upon payment.

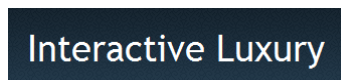
## Partners

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GET FLUENT. GET AFFLUENT!



**Save the Date!**

## **Club e-Luxe International Summit**

Thursday 3<sup>rd</sup> June 2010

The Ritz Hotel, Paris



**Interactive Shopping**



**Robotics**



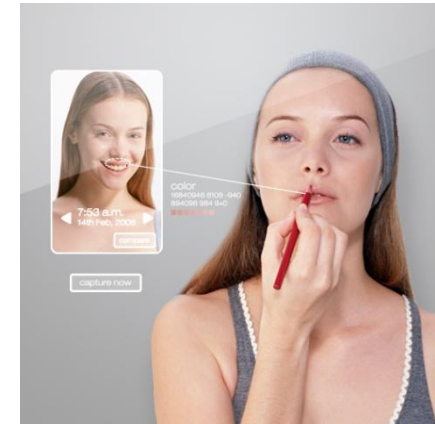
**Holograms**



**Neuro Marketing**



**Virtual Scent**



**Virtual Mirror**

## **Integrating Innovation in Luxury**

**(Using Applied Technology & Artificial Intelligence in the Online & Offline Luxury Universe)**



## About Luxe Corp

Luxe Corp is the pioneer Strategy & Management Consultancy company specialized in the luxury sector. A fully independent company based at the Place Vendôme in Paris, from where it reaches its worldwide clientele, Luxe Corp develops and implements advanced and practice-tested business strategy solutions and operations for companies seeking sustainable growth and profitability in the luxury industry.

Through a custom-consulting approach focused on attaining visible and measurable results, Luxe Corp offers business solutions and turnaround strategies in Marketing, Branding, Retail, e-Business, Business Planning & Modelling. Recent collaborations have been with LVMH, Richemont, Louis Vuitton, Gucci, Christian Dior, Cartier, Burberry, Karl Lagerfeld, Piaget, Tiffany's, Rémy Martin, Boucheron, Oscar de La Renta, Coty Prestige, Fabergé, Galeries Lafayette, Browns, Barneys New York, Selfridges and Bergedorf Goodman.

Luxe Corp also hosts Club e-Luxe, the executive club for luxury e-business professionals and publishes of Luxe-Mag.Com, the leading luxury business magazine online fully produced in English and French. Luxe Corp also has a consulting program for young and emerging luxury brands, The Luxury Business Circle, through which it provides strategic business direction for the future leaders of the luxury industry.

Luxe Corp is headquartered in Paris and has business representations in New York and Shanghai.

**Connect with Club e-Luxe and Luxury Online for info, updates and videos of past events !**



[www.luxe-corp.com /en/club](http://www.luxe-corp.com/en/club)



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[www.luxuryonlinebook.blogspot.com](http://www.luxuryonlinebook.blogspot.com)

**A commentary of the Club e-Luxe Breakfast Seminar will be provided live on Twitter ([www.twitter.com/Club\\_eLuxe](http://www.twitter.com/Club_eLuxe)) and all questions will be answered on Twitter in real time! Send your questions to the [@Club\\_eLuxe](https://twitter.com/Club_eLuxe) or to the phone number: +33 (0) 6 63 53 18 40**