

## Club e-Luxe Breakfast Seminar



### **Borderless Luxury: Integrating Interactivity in the Luxury Retail Experience**

Thursday 13<sup>th</sup> January 2011

(8h00 – 12h00)

The Ritz Hotel, Paris



## Club e-Luxe!

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.

For the past five years, 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 context of technology and innovation.

The club congregates the leaders of the world's most respected and forward-thinking luxury brands twice a year for full immersive digital sessions with practicing experts. With a strong focus on confidentiality and value enhancement, Club e-Luxe admits a limited number of luxury companies per year. Club e-Luxe participants include CEOs, Presidents, Vice Presidents, Senior Directors and decision makers whose collective vision are responsible for driving their companies' growth and the luxury industry in general.

Club e-Luxe hosts two events every year in Paris.

-The Club e-Luxe Breakfast Seminar, held every January

-The Club e-Luxe International Summit, held every June

**Club e-Luxe events are not conferences but are rather integrated and immersive digital and innovation consulting sessions piloted by practicing digital consultants, strategists, developers and experts.**

Club e-Luxe has become the reference for luxury and technology and has been referred to as the *"window to the future of luxury"* by luxury insiders.

## Club e-Luxe's Legacy

"Club E-luxe has become the most e-innovative forum. Thank you for creating such energy!"

"The club-like atmosphere provides a more bespoke look at the future of technology in luxury and a chance to make some quality contacts in the process."

"A big thanks for being so professional & for implementing such a leading summit. We are transformed."

"What can I say? The Club e-Luxe Summit was superb. I thoroughly enjoyed the day, learnt a great deal and met some interesting and talented people. Thank you!"

## Why Borderless Technology?

The real and the virtual worlds are merging. Technology has changed the world and its inhabitants in every facet. Behaviour, interests, expectations and lifestyles are currently being re-shaped by the constant evolution of technology. From economies to socio-cultures, the arts, design and business, technology and innovation have touched every sphere of the human existence. Luxury is no exception.

The luxury sector has watched as the internet moved from being a single channel of information to a multi-channel of commerce, client services, social media, multi-media communications and virtual reality. Today the world of technology is driven forward by borderless networks through applications like cloud computing and voice recognition and luxury seems to be lost in this world. Luxury need not be perturbed in its transition from traditional approaches to modern business practices.

How can luxury find a place for itself in this constantly evolving world? What approaches do luxury brands need to adopt in order to streamline retail and client services online and offline? How has technology changed the expectations that luxury clients of luxury brands? Do boundaries still remain in the digital world? How will borderless networks reshape the internet?

These questions and others will be addressed by practicing experts, analysts, thought leaders and strategists at this breakfast seminar.

**Places are limited and early confirmation is advised. Participation is free for Club e-Luxe members and costs €750 (+VAT) per person for non-members, subject to space availability.**

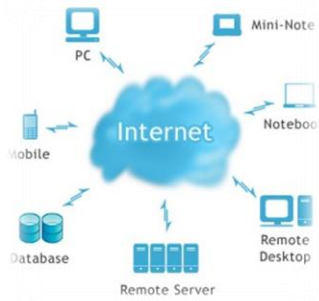
## What Club e-Luxe brings to Luxury

Innovation      Virtual Reality  
Applied Technology      e-Merchandizing  
Digital Media      Luxemosphere  
E-Commerce      M-commerce  
Evolution      Augmented Reality  
Neuromarketing      E-Merchandizing  
E-Revolution      Cyberspace networks  
Crowd Sourcing      Multi-Media  
Channel Integration      e-Customization  
e-Strategy      360 e-Experience  
Content Management      Social Media  
3D Projection      e-Business      and more!

# Topics



**Offline Retail**



**Cloud Computing**



**Virtual Reality**



**E-Retail**



**Borderless Technology**



**Client Service & e-Service**

## Testimonials – What the participants are saying



Club e-Luxe Summit 2010, Photo by Sara White Wilson

"I really enjoyed the Club e-Luxe Summit. A full intensive day with a rich repertoire of cases and strategies for developing successful e-Luxe initiatives." – Gucci Group

"Thank you once again for this excellent and highly inspiring day in Paris. I returned to the office with so many new ideas." – Chopard

"Club E-luxe has become the most e-nnovative forum. Thank you for creating such an energy!" – Hotel Le Meurice, Paris

## Testimonials- What the participants are saying



Club e-Luxe Summit 2010, Photo by Sara White Wilson

"The club-like atmosphere created by Luxe Corp not only provides a more bespoke look at the future of technology in luxury but also a chance to make some quality contacts in the process" - Vertu

"This summit was a real opportunity. In one day, to be able to attend business workshops of such excellent quality and to meet highly qualified professionals is rare, to underline it." - Boucheron

"Thank you for a beautiful day packed with diverse and insightful information concerning the luxury industry today. It was a pleasure to attend and I look forward to next year" - Labelux

## Testimonials – What the participants are saying



Club e-Luxe Breakfast Seminar 2010, Photo by Sara White Wilson

"What can I say? The Club e-Luxe Summit was superb. I thoroughly enjoyed the day, learnt a great deal and met some interesting and talented people. Thank you!" –Fabergé

"A big thanks for being so professional & for implementing such a leading summit. We are transformed." – L'Atelier du Vin

"A great summit, with the perfect professional organization. Thanks to the Luxe Corp team for this great day". - Virtu

## Testimonials- What the participants are saying



Club e-Luxe Summit 2009, Photo by Sara White Wilson

"It was very interesting to meet very exciting people from all over the world and to share experiences . I enriched my knowledge in e-commerce in a very nice and luxurious atmosphere." - Rémy Cointreau

"My first time at Club e-Luxe Summit and the day was beyond my expectations: Great speakers, high-end audience and a very friendly environment for networking." - Luxe.TV

"I must congratulate Luxe Corp for creating a very stimulating and engaging event. The speakers were excellent and very diverse, the overall event design was impressive." – HP

## Testimonials – What the participants are saying



Club e-Luxe Summit 2008, Photo by Sara White Wilson

"A fantastic opportunity to listen, share and learn about various international perspectives on how luxury brands should embrace and adopt an online strategy and e-commerce. A fun and inspiring day." - Gilt Groupe

"I witnessed an excellent and thoughtful day, an eye-opener and a great place to exchange ideas about a key area of the luxury business. Well done and looking forward to the next session" - DEAL Luxury, China

"Many thanks to the Luxe Corp team for organising such an inspirational day. We really enjoyed it as always." -Skywire

## Testimonials- What the participants are saying



Club e-Luxe Summit 2008, Photo by Sara White Wilson

"A good mix of speakers touching on subjects that broaden the cyberspace business and points to the future. Listening to the advice of experienced people is reassuring. I look forward to the next Club e-Luxe Summit." – Browns

"Every year the program and speakers is both of-the-moment and forward thinking, and the level of intimate, engaging and valuable interaction among the participants raises the par." – Journalist

"We had such a great time at the Club e-Luxe Summit. Luxe Corp really put together a great summit. Thank you." – Mindsign Neuromarketing

## Club e-Luxe Participants

Some of the luxury brands and companies that have been involved in Club e-Luxe recently.



## Corporate Partners



**HP** is one of the world's leading technology companies operating in more than 170 countries. A pioneer in exploring how technology and services can help people and companies address their problems and challenges and realize their possibilities, HP turns aspirations and dreams into reality. The company applies new thinking and ideas to create more simple, valuable and trusted experiences with technology, continuously improving the way customers live and work. HP products are not only purely technical but have also become entertainment and fashion items particularly through ongoing collaborations with the leading fashion talent Vivienne Tam and the music and entertainment guru Dr Dre. A pioneer in borderless technology, HP's Cloud Drive has brought a new dimension to experiencing digital media. HP is headquartered in Palo Alto, California and is present in 170 countries around the world.

[www.hp.com](http://www.hp.com)



**Skywire** is a specialized luxury and lifestyle digital and interactive media agency founded by Eva Hoff and Alex Judd. Their unique understanding and appreciation of the intricacies of representing luxury and lifestyle brands online led the founders to develop a platform of solutions adapted to the specific needs of luxury. Today, Skywire has established itself as the solution provider for e-commerce, online marketing, social media and multi-media in the luxury sector. Skywire partners with every client to enable engagement with their audience in the digital world through web design, online retail, online & mobile marketing and multi-media from the concept stage to the execution stage. Additionally, Skywire provides services in the development of branding and creative strategy, user experience and integration on many leading e-commerce and CRM platforms. Skywire is headquartered in London and has an international client portfolio.

[www.skywire.co.uk](http://www.skywire.co.uk)



**Sonodea** is a creative consulting firm that helps companies harness the power of music as a way to build their brands. The company's expertise lies in designing and implementing custom music strategies and solutions that emotionally anchor a brand to its clients. A Sonodea custom designed music experience invites customers to truly feel a brand, building out the customer experience - the where, the how, and the emotions connected to a product or service, infusing it with an intangible essence that remains in the customers' minds. Sonodea achieves this through sensory marketing services including custom music cds, retail, dining & hotel music programming, music licensing for films & advertising, website design and private dj events. With a client portfolio including Bergdorf Goodman, Brioni, Nespresso, Bontoni, Valentino Red and the Ritz Carlton, Sonodea is reshaping the sensory marketing approach of the luxury sector. Sonodea has offices in New York City and Miami from where it reaches its global clientele.

[www.sonodea.com](http://www.sonodea.com)



**Rigaud** is one of the oldest perfumeries in the world, having been established in 1852. The company's unparalleled expertise in perfumery and scented candles goes beyond the special care taken in the choice and preparation of its ingredients to create home fragrances that are as carefully crafted as perfumes for the body. Rigaud prides itself in making timeless fragrances going beyond fashion cycles. Its first scented candle, Cyprès, developed in 1950 is still a true success today and has become a benchmark for scented candles worldwide. The quality of Rigaud's products is of the highest standard, made with a patented and unique wax recognized as the best in the world. The diffusion of the scent of a Rigaud candle is strong and can burn consistently for up to 100 hours. In the spirit of all French luxury houses, Rigaud's perfumes are made in France and the glass containers and packaging are all handcrafted. Rigaud is headquartered in Paris.

[www.bougies-rigaud.com](http://www.bougies-rigaud.com)

## Media Partners\*

 Les Echos  
LE FIGARO - LE MONDE

 LUXE.TV

 The Economist

 Luxe-Mag.Com

 BUZZ2LUXE.COM

 WWD

 Stratégies

 Web&Luxe  
Luxe, Web et Nouvelles Technologies

 LANGUAGE OF LUXURY  
GET FLUENT. GET AFFLUENT!

 International Herald Tribune  
THE GLOBAL EDITION OF THE NEW YORK TIMES

 FRANCE 24

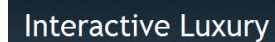
 LE FIGARO



 prestigium  
online ■ media ■ group

 THE LUXURY CHANNEL

 REUTERS

 Interactive Luxury

\*Media partners of past Club e-Luxe events

## Previous Club e-Luxe Events



### 2010 Club e-Luxe International Summit

**Integrating Innovation in the online & offline Luxury Universe**

Thursday 3<sup>rd</sup> June 2010  
Ritz Hotel, Paris



### 2010 Club e-Luxe Breakfast Seminar

**The Place of Online "Social Media-mania" in Luxury**

Friday 8<sup>th</sup> January 2010  
Four Seasons George V Hotel, Paris



### 2009 Club e-Luxe International Summit

**Selling the Dream of Luxury Through e-Commerce**

Thursday 4<sup>th</sup> June 2009  
Ritz Hotel, Paris



### 2008 Club e-Luxe International Summit

**Connecting with the Luxury e-Consumer**

Tuesday 3<sup>rd</sup> June 2008  
Ritz Hotel, Paris



### 2007 Club e-Luxe International Summit

**Luxury Branding & Marketing e-Communications in the Digital Age**

Tuesday 5<sup>th</sup> June 2007  
Ritz Hotel, Paris

**Save the Date!**

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

Thursday 2<sup>nd</sup> June 2011  
The Ritz Hotel, Paris



### **The Luxury e-Client:**

**Understanding, Catering to & Interacting with them through Digital & Multi-Media Channels**

## About Luxe Corp

Luxe Corp is the pioneer Strategy & Management Consultancy company specialized in the luxury sector. A fully independent company based 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 and Intelligence. Recent collaborations have been with LVMH, Richemont, Gucci Group, Louis Vuitton, Gucci, Christian Dior, Cartier, Burberry, Karl Lagerfeld, Piaget, Tiffany's, Rémy Martin, Boucheron, Chopard, Rémy Cointreau, Pernod Ricard, Vertu, 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, hosted three times a year in Europe, Asia and the Americas, 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, Beijing and Shanghai.

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

[www.luxe-corp.com](http://www.luxe-corp.com)  
[www.luxe-mag.com](http://www.luxe-mag.com)  
[www.twitter.com/Club\\_eLuxe](http://www.twitter.com/Club_eLuxe),  
[www.twitter.com/Luxury\\_Online](http://www.twitter.com/Luxury_Online)  
[www.luxuryonlinebook.blogspot.com](http://www.luxuryonlinebook.blogspot.com)

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**Club e-Luxe**  
The e-Business Club for Luxury Professionals

**Luxe E.t.c.**  
STRATEGY FOR BUSINESS

**Luxe-Mag.Com**  
THE LUXURY BUSINESS MAGAZINE

## Club e-Luxe Q & A

### **What is Club e-Luxe?**

Club e-Luxe is an executive club, created and managed by Luxe Corp, the pioneer luxury strategy and management consulting company. Luxe Corp created the club in 2006 out of recognition of the important role that digital media, new technologies and innovation will play in shaping the present and future of the luxury sector. Since its inception, Club e-Luxe's objective has been to provide luxury companies with access to the latest developments in the areas of digital media and innovation that are relevant for luxury.

### **What makes Club e-Luxe different from other luxury conferences and events?**

Club e-Luxe is not a conference and it is not designed to be one. It is rather a platform that provides luxury brands with access to advanced knowledge, strategies, tools, applications and execution systems in digital media and innovation. This comes in the form of two annual events, an International Summit held every June and a Breakfast Seminar held every January at the Ritz Hotel Paris. The focus of the events is « rich & valuable content » provided through presentations, demos, workshops, debates and consulting sessions. Club e-Luxe's events are designed as immersive digital consulting sessions which are different from conference formats. The sessions are led by renowned experts and the Luxe Corp team of Luxury Business Analysts.

### **What is the main value of Club e-Luxe?**

Every year, the Luxe Corp team track the evolution of digital media and technology to identify the key challenging areas affecting the luxury industry. In addition, Luxe Corp's established practice in digital luxury consulting also provides first-hand access to the key strategic and operational issues that luxury companies are facing daily. Luxe Corp then designs each event around a theme that addresses these issues and searches the world for the experts that can bring real operational solutions in these areas to present, explain and demo their digital solutions to luxury brands. Luxe Corp works with companies recognized as the best in their fields to develop, refine and adapt their digital solutions to the format that luxury requires for the entire value chain. This is a major value that doesn't exist elsewhere in the industry.

### **How can I access Club e-Luxe?**

Club e-Luxe can be accessed either through annual corporate membership with a package of benefits or through attending the bi-annual events, subject to space availability.

### **Which luxury companies are involved in Club e-Luxe?**

The participants of Club e-Luxe include both established and emerging luxury companies and recent participants include Louis Vuitton, Gucci, Hermès, Dior, Cartier, Boucheron, LVMH, Gucci Group, Chanel, Vertu, Fabergé, Rémy Martin, Chopard, L'Oréal, Pernod Ricard, Adler, Sonia Rykiel, Labelux to name just a few.

### **Who is Club e-Luxe designed for and what is the profile of the participants of the club?**

Club e-Luxe is designed for the forward-thinking luxury companies seeking to take advantage of the endless opportunities provided by digital media, new technologies and innovation, through real and concrete solutions.



**Contact us to obtain the full brochure with the agenda and speakers.**

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