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Luxe Corp's Executive Director to Speak at the LIFT Conference

Luxe Corp, the pioneer Luxury Strategy & Management Consultancy company and business services provider to the luxury industry is pleased to announce that its Executive Director & Founder Uché Okonkwo will give a major presentation at the forthcoming LIFT Conference to take place from 22nd to 24th February 2012 in Geneva, Switzerland.

The 2012 LIFT Conference will explore key areas related to digital media, technology and innovation. The event will gather a global community of over 800 pioneers of innovation, to explore the social implications of new technologies through presentations, demos, workshops, artistic activities and social events.

The annual LIFT conference is one of Europe's key events for senior executives, innovators, marketing executives, web experts as well as thinkers and doers from around the world. The event which focuses on latest innovations and digital technologies was created in 2006 and has held 13 conferences on 3 continents, gathering over 6,500 attendees from 60 countries.

In an official statement, the Executive committee of *Luxe Corp*, stated: "*Luxe Corp is pleased to have been invited to participate in the LIFT conference and to have the opportunity to engage with some of the most inspiring minds in innovation, digital media and new technologies*".

Luxe Corp is the pioneer Strategy & Management Consultancy company specialized in the luxury sector. A fully independent company based in Paris, with businesses representations in New York and Beijing. *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.

Luxe Corp provides business services to the luxury industry through three main business divisions under the corporate trademarks *Luxe E.t.c.* (Strategy Consulting); *Club e-Luxe* (Executive Club for Digital Luxury professionals); and *Luxe-Mag.Com* (Online Luxury Business Magazine) and has business representations in Paris, New York and Beijing.



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The LIFT conference focuses on latest innovations and digital technologies. In the last 6 years, the conference has been held 13 times on 3 continents, gathering over 6,500 attendees from 60 countries.

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