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## Luxe Corp Hosts a Highly Successful 2009 Club e-Luxe Summit

**Luxe Corp**, the pioneer luxury Strategy & Management Consultancy company and business services provider to the luxury industry is pleased to announce that it hosted a highly successful Club e-Luxe summit on 4<sup>th</sup> June at the Ritz Hotel, Paris.

The summit which attracted experts and leaders in luxury e-business as well as brands including Louis Vuitton, Cartier, Boucheron, Coty, Fabergé and Rémy Martin, focused on the theme of e-Commerce.

In-depth and strategic analysis were tackled in the areas of e-Retail, e-Experience, e-CRM, e-Merchandising, e-Logistics, e-Customization, Mobile Applications, Applied Technology and Channel Integration. The participants were enriched through access to the latest strategies, approaches, technologies, applications and knowledge in luxury e-business. Three live DEMOs that support e-merchandizing and the e-Experience were unveiled by the inventors of the applications.

In an official statement, the Executive Committee of Luxe Corp stated that *"Our objective to ensure the continuous advancement of luxury e-business has once again been met at the 2009 Club e-Luxe summit. We are pleased that most of the participants exclaimed that the summit exceeded their expectations"*

**Club e-Luxe** is an Executive Club created by **Luxe Corp** for luxury e-Business professionals and managed by the Executive Committee of the company. The objective of **Club e-Luxe** is to enhance the e-Business practices of luxury companies through providing continuous access to the cutting-edge strategies, tactics, applications, techniques, systems and expert knowledge required to manage luxury in the context of the internet, digital media and new technologies.

Based on annual membership, the benefits of **Club e-Luxe** include among others, an annual summit held every June at the Ritz Hotel Paris, where luxury e-Business executives are converged in an exclusive and friendly setting to obtain value and enhance business relations.

**Luxe Corp** currently provides 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 Luxury e-Business professionals); and Luxe-Mag.Com (Online Luxury Business Magazine) and has business representations in Paris, New York and Shanghai.



**Luxe Corp** held a highly successful 2009 edition of its Club e-Luxe summit will on 4<sup>th</sup> June 2009 at the **Ritz Hotel Paris**. The summit which focused on **e-Commerce** provided luxury e-business executives with access to the latest strategies and technologies for luxury to thrive in the digital world.

The Club e-Luxe Summit 2009 was sponsored by **Skywire** ([www.skywire.co.uk](http://www.skywire.co.uk)) and **Gilt Groupe** ([www.gilt.com](http://www.gilt.com))

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