

Club e-Luxe Breakfast Seminar



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

Friday 8th 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.

How?

Friday 8th 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
9h00	Open your Eyes to Digilant, The Social Media Tracking Platform You Never Knew Existed
9h40	The Good, The Bad & The Ugly of Blogging and How to Avoid the Temptations
10h15	Roundtable Discussion: Traditional Media vs New Media – What Direction For Luxury Brands?
11h05	Conclusion: Introducing the Club e-Luxe Digital Luxury Index; and A Ten-Step Guide for Luxury in the online social media space
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!

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. Participation is free for Club e-Luxe members. Places are limited .

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 vanessal@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

With the support of

puredistance I
a Master Perfume

INTERNATIONAL
Herald Tribune

Les Echos
LE JOURNAL DU CREDIT

The New York Times
ON THE WEB

LUXE.TV

LUXURYCULTURE.COM
SHARING THE ART OF LIVING WELL

WWD

Stratégies

BUZZ2LUXE.COM



Luxe-Mag.Com

LANGUAGE OF LUXURY

GET FLUENT. GET AFFLUENT!

Interactive Luxury



Save the Date!

Club e-Luxe International Summit

Thursday 3rd June 2010

The Ritz Hotel, Paris



Interactive Shopping



Robotics



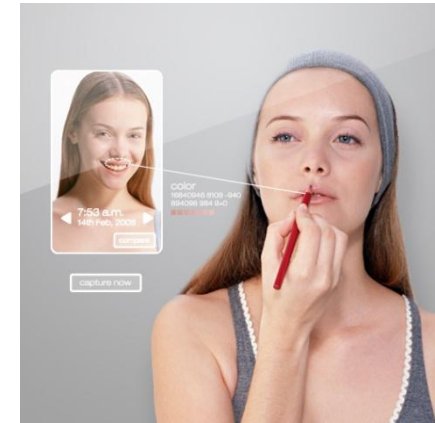
Holograms



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 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)



[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

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 to will be answered on Twitter in real time! Send your questions to the @Club_eLuxe