



# Club e-Luxe International Summit

**Tuesday 31<sup>st</sup> May 2011**  
**The Ritz Hotel, Paris**



Club e-Luxe Breakfast Seminar 2011, Photo by Xavier Granet

## The Luxury Cyber-Resident:

Understanding, Catering to & Interacting with them through Brand Content on Digital & Multi-Media Channels



## 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 challenges that luxury companies are facing in the context of the internet, digital media, new technologies and innovation.

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, tools and concepts required for luxury to thrive online and offline in the context of new technologies 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 integrated and immersive digital and innovation consulting sessions piloted by practicing digital experts, consultants, strategists, developers and inventors.**

Club e-Luxe is the reference for digital media in luxury and has been referred to as *"the most e-innovative event in the luxury sector"* by insiders.

## Club e-Luxe's Legacy

"Club e-Luxe has become the most e-innovative event. 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 the Cyber-Resident?

In 2006, TIME Magazine's choice of its annual "Personality of the Year" was "You", the online user. Four years later, the magazine chose the Founder of Facebook as its "Personality of the Year", following earlier nominations of world leaders, reformers and personalities that have shaped the world and influenced the course of humanity.

What does this mean in today's online and offline worlds? Change!

It means that the online user otherwise known as the "Cyber-Resident" has emerged to be one of the key influencers of humankind in all its different spheres. It also means that the state of the digital economy resounds in every aspect of the cyber-resident's existence both physically and virtually. In short, the online user has arisen to become the winner of the world wide web and the powerhouse behind the digital economy, particularly in the context of the vastly connected social web.

What does this mean for luxury? A lot!

First, luxury must understand this audience, luxury must dig deep into their psyche and know what moves them and what makes them tick. Luxury must also master the tools that enhance their cyber-world and use these to delight them while ensuring that their different paces of evolution in different markets are respected. Luxury must also feed them through brand content and engage them through exceptional services and offerings. Then luxury must continue to evolve in order to lead them online as well as offline. Can luxury rise up to this challenge? These issues and more will be dissected by practicing experts at the Club e-Luxe International Summit.

## What does Club e-Luxe bring to Luxury?

**Innovation**   **Virtual Reality**   **Analytics**  
**Applied Technology**   **e-Merchandizing**  
**Digital Media**   **Luxemosphere**   **Gaming**  
**Insight**   **M-Commerce**   **E-commerce**  
**Evolution**   **Augmented Reality**   **Holograms**  
**Neuromarketing**   **Cyber-Residents**  
**E-Revolution**   **Cyberspace networks**  
**Crowd Sourcing**   **Multi-Media**  
**Channel Integration**   **e-Customization**  
**e-Strategy**   **360°**   **e-Experience**  
**Branded Content**   **Social Media**  
**3D Projection**   **e-Business**   **and more!**

## Topics



**Branded Content**



**E-Client Insights & Neuromarketing**



**Multi-media & Motion Picture Marketing**



**Mobile Marketing, Privacy & Legislation**



**Website, e-Boutique & Luxemosphere Creation**



**Luxury Market Dynamics**



**Client Services**



**Digital Products & Services**



**Sustainability & Ethics**



**Virtual Reality & Gaming**



**Customization & Creation**



**Social Media**

## Testimonials – What the participants are saying



Club e-Luxe Breakfast Seminar 2011, Photo by Xavier Granet

“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

## Testimonials- What the participants are saying



Club e-Luxe Breakfast Seminar 2011, Photo by Xavier Granet

“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

## Testimonials – What the participants are saying



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

“Club e-Luxe has become the most e-nnovative forum. Thank you for creating such energy!” – Hotel Le Meurice, Paris

“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

## Testimonials- What the participants are saying



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

“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

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

## Testimonials – What the participants are saying



Club e-Luxe Breakfast Seminar 2011, Photo by Xavier Granet

“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

“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

## Testimonials- What the participants are saying



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

“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

“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

## Testimonials – What the participants are saying



"Thank you so much for this interesting experience. Club e-Luxe offers amazing insights to the challenges the luxury sector confronts in innovation."- The Watch Avenue

"Every year the program of 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

## Testimonials- What the participants are saying



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

"I've been to the Club e-Luxe Summit twice. The first time was a great discovery and this second time 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 China

"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

“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

“The Club e-Luxe Breakfast Seminar was very informative, challenging, eye opener, interesting, and relevant. “ – Megadvice

## Testimonials- What the participants are saying



Club e-Luxe Summit 2009, 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

“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

"The Club e-Luxe Breakfast seminar provided valuable insight from the leading visionaries in luxury retail." - Cisco Systems

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

## Testimonials- What the participants are saying



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

"I enjoyed the intimate gathering of Club e-Luxe in the most beautiful setting and took home valuable inspiration and learning." – Retail Institute

"An excellent meeting with high quality speakers, equipping luxury to view its past and present for a better anticipation of its future" – Buzz 2 Luxe

## Club e-Luxe Participants

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



## 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. Through its three business divisions, Luxe Corp has collaborated with LVMH, Richemont, Gucci Group, Louis Vuitton, Gucci, Hermès, Chanel, Christian Dior, Cartier, Burberry, Karl Lagerfeld, Piaget, Boucheron, Vertu, Chopard, Rémy Cointreau, Pernod Ricard, Adler, Coty Prestige, Fabergé, L'Oréal, Browns, Barneys New York and a host of others.

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 and Beijing.

**Connect with Luxe Corp for updates and videos of past events !**



[www.youtube.com/user/LuxeCorp1](http://www.youtube.com/user/LuxeCorp1)



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



[www.facebook.com/Luxecorp](http://www.facebook.com/Luxecorp)



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## Previous Club e-Luxe Events

**2011**



**2011 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

**2010**



**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**



**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**



**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**



**2008 Club e-Luxe International Summit**

**Connecting with the Luxury  
e-Consumer**

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

**2007**



**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

## 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, new technologies 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, discussions, Q & A 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 concrete 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. Some recent collaborations have been with HP, Cisco Systems, Microsoft, Mindsign Neuromarketing, Fraunhofer Institute, FING Foundation, TAAZ, Scentsys Fragrance Systems and a host of others.

### **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, Hublot, Lanvin, 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 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.



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

**Contact us to obtain the full brochure with registration and speaker information.**

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