

## 2013 CLUB E-LUXE INTERNATIONAL SUMMIT KICKS OFF

By Staff Writer | Tuesday, 11 June 2013

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Coming up on June 12, at Le Meurice Hotel in Paris, the 2013 Club e-Luxe International Summit promises to provide luxury companies with advanced digital solutions through in-depth Presentations, Live DEMOs of tools, applications, platforms and systems, Panel Debates, Workshops, CEO Conversations and other interactive sessions by practicing experts. Led by Luxe Corp's team of expert Luxury Business Analysts & Strategists, the theme of the event is 'The Web Economy – Understanding How Digital Media is Re-writing the Rules of Luxury & Transforming Value Creation'.

Julian Peh, founder and Group CEO of WhiteWave Media Group (Luxury-Insider's parent company), will be one of the industry experts to be speaking at the event. He will be speaking on Digital Luxury Value in Asia.

Created by Luxe Corp in 2006, Club e-Luxe is an Executive Club that recognizes the pivotal role of the Internet, digital media and new technologies in luxury. In an official statement, the Executive Committee of Luxe Corp stated: "The Digital Economy has become a reality that we can no longer ignore in the world of luxury today. We chose this theme to enable luxury brands to become better equipped in navigating this terrain."



