

Language of Luxury Heads to Club e-Luxe International Summit

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The Language of Luxury is excited to announce that they have been invited by their LOL media partner, [LuxeCorp](#), to cover the *Club e-Luxe International Summit* in Paris on June 12, 2013. This is the premier annual event on marketing via digital media for the luxury goods and services industry. They will be broadcasting live from Paris online during and after the event.

Some of the luxury companies that have participated in recent Club e-Luxe events include LVMH, Gucci Group, Cartier, Chanel, Louis Vuitton, Gucci, Burberry, Boucheron, Hermès, Piaget, Chopard, Fabergé, Vertu, Hublot, Dior, Coty, Pernod Ricard, Rémy Martin, Sonia Rykiel, L'Oréal, Lanvin and several others.

The event will focus on the theme of "The Web Economy: Understanding How Digital Media is Re-writing the Rules of Luxury & Transforming Value Creation". In addition to Web Economy, some of the topics to be addressed are: Digital Luxury Scorecard, Social Economy & Luxury, E-Commerce Economy & Luxury, Mobile Economy & Luxury, Digital Private Data Currency, E-Services Economy & Luxury, E-Communications Economy & Luxury, Digital Legal Frameworks, Virtual Reality Value, Digital Luxury Value in Asia and others.

Club e-Luxe which was created by Luxe Corp in 2006 in recognition of the important role of the internet, digital media and new technologies in luxury, has emerged to be the reference in digital luxury. The 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.

For more information: <http://www.luxe-corp.com/en/index.php/club-e-luxe>
About Ron and Alexandra: The leading luxury real estate brand strategists and online community founders of the Language of Luxury, Ron & Alexandra Seigel of Napa Consultants, International cover the top luxury real estate markets in the world and offer marketing tips to those professionals who serve affluent consumers.