

# The Luxe Chronicles

A collection of musings on luxury, art and fashion.

Monday, December 06, 2010

## Luxury: Bridging The Digital Divide With Club e-Luxe



It has become a veritable cliché to mention the digital divide where the luxury industry is concerned. Compared to the fashion industry's pioneering usage of digital technology to revolutionize how fashion is marketed and sold to end-consumers, the luxury industry has indeed been slow to come around to the possibilities offered by even the most basic of technologies. The recession has however nudged many within the industry to focus more closely on the digital world. Still, understanding the different technologies and assessing which ones will most benefit your brand's business is a different matter altogether. This is precisely where *Club e-Luxe* comes in.

The brain child of *Luxe Corp*, a Paris-based luxury strategy and management consulting company founded by Uché Okonkwo, *Club e-Luxe* is an executive club founded in 2006 to bring the mountain to Mohammed so-to-speak. During its biannual events (a half-day breakfast seminar in January and a full day event in June), luxury executives congregate to learn about the most up-to-date technological advances available. Ms. Okonkwo graciously accepted my invitation to answer a few questions about *Club e-Luxe's* upcoming breakfast seminar which will take place in Paris on January 13, 2011.

### 1. What is Club e-Luxe? How did it come about?

We 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. This came out of our ongoing practice in e-business consulting and also our annual tracking of both digital media and luxury. It was apparent that the luxury sector lacked a sense of direction in digital media and was very much behind other sectors in adopting new technologies and innovation. We decided to create the club to contribute to luxury's advancement in this area. So far we have great feedback from the participants and the industry and this is very encouraging. Today we can see a big difference in the attitudes and output of luxury brands in digital media compared to when we started in 2006!

### 2. What is the purpose of Club e-Luxe?

*Club e-Luxe's* objective is to provide luxury companies with access to the latest developments in the areas of digital media and innovation that are relevant for luxury through presentations, demos, workshops, debates and consulting sessions. Some people have compared us to conferences and other events in the industry but *Club e-Luxe* is not a conference and it is not designed to be one. *Club e-Luxe's* events are designed as immersive digital consulting sessions that are led by renowned experts and the *Luxe Corp* team of Luxury Business Analysts, which is different from conference formats.

### 3. This year's topic is borderless technology. What aspects of borderless technology will be discussed? Why this topic in particular?

Every year, the *Luxe Corp* team tracks the evolution of digital media and technology to identify the key areas affecting the luxury industry. We then design each event around a theme that addresses these issues and we search the world for the experts that can bring real operational solutions in these areas to present, explain and demo their digital solutions to luxury brands. We then work with these companies to develop, refine and adapt their digital solutions to the format that luxury requires for the entire value chain.

This year we've noticed that the real and the virtual worlds are merging in communications, client experience, retail and other areas. We saw the importance of integrating the online and offline channels and we knew that questions linked to streamlining retail, client services and communications both online and offline have to be addressed. This movement is driven forward by borderless networks through applications like cloud computing, augmented reality, voice recognition, virtual reality and so on. We're addressing these to help luxury brands find their way in this world. We'll also look at how borderless networks will reshape the internet particularly in the context of luxury. We've worked closely with leading technology companies like Cisco Systems, Microsoft and HP as well as major luxury houses to develop the contents of the event.


### 4. Who should attend Club e-Luxe and why?

*Club e-Luxe* is designed for the 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. Past participants have included CEOs, Presidents, VPs and senior executives of both established and emerging luxury companies. They come to *Club e-Luxe* because they're interested in obtaining value and they know that we work hard to provide it to them. This kind of opportunity simply doesn't exist anywhere else in the industry.

Please note that Ms. Okonkwo has kindly invited me to attend the next *Club e-Luxe* Breakfast Seminar on January 13, 2011. I will therefore be tweeting the event and will be following up with a more in-depth account much like I did for the *IHT Luxury Conference*. Truth be told, I'm very much looking forward to this event. In fact, I can't think of a better way to kick off 2011! For more details regarding *Luxe Corp*, please click [here](#). For details regarding the next *Club e-Luxe* event, please click [here](#).

Sincerely,

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