

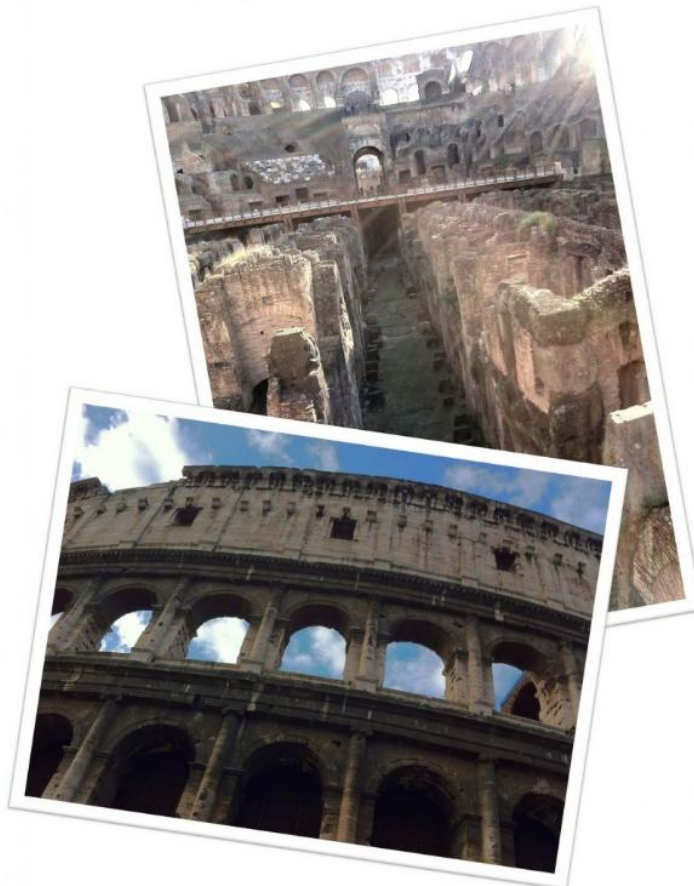
# The Lifestyle Sophisticate

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## 2012 IHT Conference Europe

[S.O. Travels](#) — November 29, 2012

Soleil Organique had the great pleasure of attending The IHT (International Herald Tribune) luxury conference this month. The series provides a premier platform annually for business and creative leaders in the luxury goods arena. Having been previously held in London, New Delhi, Moscow, Istanbul, Dubai, Berlin, Hong Kong and São Paulo, the prestigious stage was set in Rome for the November 2012 'Luxury Roma' conference.



In attendance at IHT are the CEOs and Executive Directors of various luxury brands as well as the most influential and inspirational keynote speakers like this year's celeb attraction Bono, lead singer of U2 and Co-Founder of fashion brand EDUN.



IHT's international audience spans more than 35 countries with more than 500 delegates. A couple of those attendees were S.O. friends Jeannette Liendo, an industry marketing leader and former Global Director at Microsoft, and Uché Okonkwo, Founder and Executive Director of Luxe Corp. Uché is a pioneer business strategist in the luxury industry who has authored several publications including *Luxury Online* and *Luxury Fashion Branding*. Uché was also a keynote speaker of Luxury ROMA 2012.



And, of course, no luxury conference would be complete without a bit of champagne, right? Soleil Organique Founder and CEO Valerie McMurray returned sincerely inspired among these formidable industry thought leaders. We are already looking forward to 2013 IHT!