

Wednesday, December 05, 2012

Time To Explore Sensory Luxury With Club e-Luxe.



The biannual Club eLuxe events held in Paris in January and June of each year have become a "must" on my calendar. The upcoming Breakfast Seminar at Paris' posh Hotel Le Bristol on January 8, 2013 is no exception. The topic: "Sensory Luxury" or the use of digital media as a sixth sense to connect the online and offline worlds of luxury.

Club e-Luxe was created in 2006 by Uche Okonkwo to address the challenges faced by the luxury industry brought about by the growth of the Internet, digital media and new technologies. For each event, Ms. Okonkwo and her [Luxe Corp](#) team bring together the innovators behind the latest and most promising technologies and provides them with a platform for discussion and exchange with luxury executives.

As I've noted previously, the intimacy of Club e-Luxe gatherings favour the kind of spontaneous (and frequently quite candid) exchanges between presenters and participants that simply aren't possible in the typical industry conference. My only reproach is that there never seems to be enough time to finish the thought-provoking conversations that get started at these events! Perhaps a two-day Club e-Luxe "digital bootcamp" might be in order?

You can learn more about the next event on January 8th, 2013 by clicking [here](#). I will be attending and I hope to see you there!

Sincerely,

The Luxe Chronicles