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Defining Luxury: online, on social and in-store

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Uché Okonkwo at Club e-Luxe International Summit 2013

Two events in London and Paris this month have seen luxury industry figureheads discussing their thoughts on what luxury means today. From digital privacy to the importance of customer service, here's our edit of the key ideas to emerge from the [Club e-Luxe International Summit 2013](#) in Paris and the Di Bridges Partnership panel discussion in London.

At the [Club e-Luxe International Summit 2013](#), which took place on 12th June at the Hotel Meurice in Paris, topics focused around e-luxe and how to build luxury into the online experience.

Luxury is digital storytelling.

"The digital world is no longer separate from the real world. Consumers need brands to feed their curiosity, their fantasy, and if you don't tell your story, someone else will for you," explained Uché Okonkwo, Executive Director of Luxe Corp and creator of the Club E-Luxe events. This summer she is publishing a Digital Scorecard, to value digital medial and make a link between digital medial investments and earnings results.

Luxury is conversation.

"Luxury has moved from couture to conversation," said Joerg Zuber, Creative Director of global design and branding agency [Opium](#). "Whatever you sell, people want to hear more about it: the creativity, the passion, the craftsmanship."



Joerg Zuber in front of [wire]stone's digital history wall for Cartier

Luxury is detail.

Taking luxury online also gives retailers an opportunity to reimagine the experience around the brand. "Digital luxury means not just getting people's attention," Zuber said, "but that we need to seduce clients with unconventional beauty."

Christopher Rowilson, Managing Director of digital marketing brand [wire]stone, encouraged attendees to capitalise on the opportunity provided by digital to give the customer much more detail on the history and heritage of the product. A key example is Cartier, which created a digital wall in-store that allowed "each image to be brought up with information, and thousands of pieces of history."

Luxury is seamless.

E-luxe should mean no queues, no difficult navigation, and just as personalised an experience as the in-store visit. "Customers expect a seamless experience," said Rowilson.

Luxury is privacy (and increasingly will be).

"If things don't change, said H el ene Le Blanc of *The Luxe Chronicles*, "privacy will become a luxury good. Only the very wealthy will be able to afford these services. The others will be subject to exploitation."

Luxury is social.

Kate Barnett, Digital Director of fashion blog *Man Repeller*, explained that blogs are a way to create a loyal social community: "Think about creating something that other people would want to share. Interaction will build sustained loyalty. But I cannot stress enough that social media is not a sales channel, it is a community. The relationship is not a means to an end. Be true to it."

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Club e-Luxe International Summit 2013

At the Di Bridges Partnership discussion - titled *Is Affordable Luxury the New Luxury?* - figureheads from [Harvey Nichols](#), [Louis Vuitton](#) and [Net-A-Porter](#) joined an audience working in luxury retail to discuss what consumers want today.