

TIME TO REGISTER FOR CLUB E-LUXE.



If you haven't already done so, it's time to register for the upcoming 2014 edition of the *Club eLuxe International Summit*. It will be held this coming June 5th, 2014 at Paris' chic *Hotel Le Meurice*.

This year's summit will focus on the gradual erosion of traditional boundaries between the virtual and physical world and its implications for luxury brand management. Entitled "Virtual and Physical Luxury: Striking a balance Between High-Tech and High-Touch", it will examine the growing reliance on smart phones and increasing use of social media on luxury consumer habits. The challenges for luxury brands including cross-channel integration and managing the expectations of an increasingly connected and impatient luxury consumer will be addressed.

If you happen to be a regular reader of *The Luxe Chronicles*, then you know that I rarely (if ever) miss *Club eLuxe* events. As I've highlighted previously, it is one of the few luxury industry conferences intimate enough to foster a real exchange between participants and it is one of the first events of its kind to focus exclusively on digital and technological issues as they affect the luxury industry. In many respects, *Club eLuxe* remains in a class by itself. To register or consult the brochure, please click [here](#). Don't miss it!

Sincerely,

The Luxe Chronicles