

Club eLuxe International Summit 2014: Striking the High-Tech, High-Touch Balance

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This year's Club eLuxe International Summit on June 5th in Paris is focused upon striking the balance between high tech and high-touch, between virtual and physical luxury. According to the club's founder Uché Okonkwo-Pézar, CEO of LuxeCorp and a media partner of the Language of Luxury,

"The line between the virtual world and the physical world is disappearing every second. Today's luxury clients are likely to begin their journey with a brand online and end it offline and vice versa. Their habits have evolved from simply "window-shopping" or "browsing" to tagging, snapping, pinging, sharing, rating and recommending. Their smart phones have become their second skin and their digital pulse beats louder and faster than their heart rates. They have become more real in the virtual world yet their physical existence is unreal without their digital connections. This is the new world of real + virtual immersion and it is the world in which the current luxury consumer exists."



The all-day event takes place at the Hotel Le Meurice on Rue de Rivoli in Paris. Speakers from around the world will chime in on the latest and greatest ideas in marketing to the luxury consumer and it promises to be an outstanding event.

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