

The Luxe Chronicles

A collection of musings on luxury, art and fashion.

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Thursday, April 11, 2013

Luxury: Next Club eLuxe International Summit On The Horizon.



As regular readers of this blog know, the biannual Club eLuxe events held in Paris in January and June are a "must" on my calendar. I'm therefore pleased to announce that the upcoming full day seminar will take place at Paris' historic Hotel Le Meurice on June 12, 2013. The topic on the agenda this time around: "The Web Economy: Understanding How Digital Media is Re-writing the Rules of Luxury & Transforming Value Creation".


Technology offers tremendous possibilities to luxury brands but presents challenges as well, sometimes in equal measures. Club e-Luxe, the brainchild of Uché Okonkwo, was created in 2006 for the purpose of addressing some of these challenges brought about by the growth of the Internet, digital media and new technologies.

I've always appreciated the format of Club e-Luxe gatherings because unlike most industry conferences, the relative intimacy of the events makes them an effective platform for discussion and exchange between tech and luxury executives. The June event promises to be particularly thought provoking as it will be tackling the growing importance of digital and social media (blogs, Instagram, Twitter, Pinterest, etc.) in driving sales and the implications for luxury brands.

You can learn more about the next event on June 12th, 2013 by clicking [here](#). Hope to see you there!

Sincerely,

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