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Club e-Luxe101: Digital Media is Re-writing the Rules of Luxury

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The 2013 Club e-Luxe International Summit recently took place on June 12th at Hotel Le Meurice in Paris to bring together a team of renowned experts from the digital, technology and luxury worlds. A variety of diverse topics related to the event's theme of "The Web Economy" were discussed. This theme led to presentations, live demos, debates and workshops around the topics of Social Economy, Mobile Economy, E-Services, Digital Privacy, E-Commerce, Digital Luxury in Asia, e-Fraud and much more.

The event began with a presentation by Uché Okonkwo, LUXE CORP's Executive Director & Founder. She presented an overview of the "The Digital Scorecard Report", the first integrated digital luxury report that assesses the digital strategies, initiatives and executions of 100 luxury brands' across multiple categories. She highlighted the digital success story of Dior which is widely viewed as one of the luxury brands with the most integrated and advanced digital practice, from the perspective of content development and diffusion.

Joerg Zuber, Managing & Creative Director of OPIUM EFFECT, the global multi-media, design & branding agency started off discussing how the digital revolution has changed and will continue to change the way people interact with brands. He also showed examples of interactive media experiences for brands such as BMW, Bvlgari, Hermes and Triumph, which successfully merged the physical with the virtual to produce high-impact experiences.



Christopher Rowilson, Vice President of Corporate Development of Wirestone and CEO of Wirestone Europe shared illustrations of the great evolution in mobile from 2005-2013 with highlights focusing on the fast growth rate of the smart phone adoption, the expansion of the digital eco-system featuring smart phone, tablets, computers and other innovative devices. He presented the Vantage Point and demonstrated how this unique multi-media device can be exploited by luxury brands to convey interactive and immersive digital experiences in several contexts.

Ivana Marsic, Founder & CEO of MYRIO focused on MYRIO's solutions which include innovative shopping solutions for in-store, store windows, web and mobile, to maximize sales for retailers while creating a new improved shopping experience. Ivana presented the latest innovations that are designed to enhance the in-store experience for luxury brands through merging the physical and virtual worlds by offering a personal digital shopping assistant through a combination of in-store apps on tablets, touchscreens, mobile screens and interactive windows.



Julian Peh, Group Founder and CEO of WHITE WAVE MEDIA GROUP started off by describing the current digital luxury context in China focusing on the web, social media and mobile media platforms. He provided insights on the psychology, interests, attitudes and expectations of Chinese web users in their daily life. He also analyzed the current digital trends and shared several application examples for web, mobile, social and e-commerce. He also provided a set of strategic and operational recommendations for digital adoption aimed at luxury brands in China or those seeking to enter the Chinese market.

Kate Barnett, the Digital Director of THE MAN REPELLER started with a general view of social media's effect on shareholder value. She emphasized the importance of relationships with customers, especially through social media.

Dr Stephen Topliss, Director of THREATMETRIX took the audience through the solutions key technologies followed by numerous real life examples, notably the solution called the Device Tracking Across IP Addresses. He further provided key recommendations for luxury brands involved in e-commerce for both the prevention and detection of fraud online.



Guillaume Rostand, Marketing Director of SPLENDIA was the final speaker at the 2013 Club e-Luxe International Summit. Guillaume gave insights and direction into the rapidly evolving domain of luxury e-services and how luxury brands across multiple categories can draw benchmarks from the digital travel services segment.

The round table session provided insights and in-depth analysis on the influence of social media on luxury brands. Each member of the panel gave his/her views on the different questions that were raised and the opposing views were debated and analyzed. Some of the issues discussed centered on the current definition of blogs, the current role of bloggers, the value and risks of social media and the extent to which luxury brands should collaborate with social media platforms and bloggers. The rise of annex social platforms linked to shopping and styling was also analyzed and various recommendations were made to luxury brands.