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Luxe Corp's Executive Director to give Keynote Speech and present her book at the IHT's Technoluxury Conference

Luxe Corp, the pioneer luxury Strategy & Management Consultancy company and business services provider to the luxury industry is pleased to announce that its Executive Director & Founder Ms. Uché Okonkwo will be giving a keynote address at the forthcoming IHT Technoluxury conference. The conference will take place on 17th - 18th November 2009 at the Ritz-Carlton in Berlin, Germany.

As a recognized expert and authority in luxury e-business, Ms Okonkwo will be highlighting the key challenges luxury brands currently face in the context of the internet, digital media and e-business and strategic approaches to overcome them. Her recently published book, *Luxury Online – Styles, Strategies, Systems* will also be officially presented during the occasion.

In an official statement, the Executive Committee of Luxe Corp stated that *"The IHT's focus on Technology for its conference this year is both strategic and timely. Luxury brands will finally be able to face their e-business issues in an informed and well-equipped manner. Luxe Corp is pleased to be able to make a contribution to the advancement of luxury e-business through the conference"*.

Luxe Corp currently provides services to the luxury industry through three main business divisions under the corporate trademarks Luxe E.t.c. (Strategy Consulting); Club e-Luxe (Executive Club for Luxury e-Business professionals); and Luxe-Mag.Com (Online Luxury Business Magazine) and has business representations in Paris, New York and Shanghai.



Luxe Corp, the pioneer luxury strategy consultancy company is pleased to announce that its Executive Director & Founder will be giving a keynote presentation on the challenges and strategic approaches of luxury e-business at the IHT luxury conference. She will also be presenting her recent book, *Luxury Online* at the event to be held on 17th – 18th November 2009 at the Ritz-Carlton Berlin, Germany. The IHT luxury conference series attracts major luxury executives and has been at the forefront of the evolution of the luxury industry.

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