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## Luxe Corp Announces the Luxury Business Circle

In recognition of the core business needs of young and emerging luxury brands and the scarcity of budgetary requirements in the launch phase of luxury businesses, Luxe Corp is pleased to announce the initiation of the Luxury Business Circle, a new business package dedicated to young and emerging luxury brands.

The Luxury Business Circle is a series of full-day Business Strategy Consulting Sessions with the objective of enabling new, young and emerging luxury brands, designers and entrepreneurs to understand and apply the strategic business requirements that are essential in launching luxury brands for a strong positioning and continuous growth. The focus will be on one-to-one consulting through small groups of 20 people per session.

Held every April, July and November, the Luxury Business Circle equips new and emerging brands with insightful business strategies, approaches and operational techniques in branding, marketing, e-Business, retailing, product management, business planning & modelling, investment sourcing, market research and trends forecasting. Luxury categories that are covered range from fashion to leather goods, fragrance, cosmetics, beauty care, jewellery, watches, home fashion, accessories, retail, wines & spirits, personal shopping, concierge services and others.

In an official statement, the Executive Committee of the company stated that *"Over the past few years, we have continuously been in contact with highly talented and visionary designers and entrepreneurs struggling to set up their ventures with limited budgets and knowledge of the business requirements of luxury in the 21<sup>st</sup> century. We are pleased to be in a position to meet their business needs."*

The dates and themes of the 2009 sessions are:

- 28<sup>th</sup> April 2009 - The Winning Strategies for Luxury Brand Building and Product Creation in a Slow Economy
- 10<sup>th</sup> July 2009 - Optimizing the Luxury Brand's Potential through the Internet, Digital Media & e-Business
- 10<sup>th</sup> November 2009 - Using a Strategic Approach to Luxury Business Planning & Modelling to Attract Investments

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 Strategy & Management Consultancy company and business services provider to the luxury industry is pleased to announce the launch of The Luxury Business Circle, a series of business strategy sessions that provides young and emerging luxury brands with the business tools required to develop luxury brands in the 21<sup>st</sup> century.

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