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## Luxe Corp hosts a Successful 2011 Club e-Luxe International Summit

Luxe Corp, the pioneer Luxury Strategy & Management Consultancy company and business services provider to the luxury industry is pleased to announce the success of its 2011 Club e-Luxe International Summit, held on 31<sup>st</sup> May at the Ritz Hotel in Paris. The theme of the summit was “The Luxury Cyber Resident”.

The full-day event which gathered senior executives of international luxury companies, major luxury and media professionals as well as major players in the digital media and technology domains, focused on the evolving behaviour and psychology of luxury consumers in different markets through the influence of digital media and new technologies.

Club e-Luxe is an executive club created by Luxe Corp for digital luxury business professionals in response to the urgent need to address the business challenges that luxury companies are facing in the context of the internet, digital media, new technologies and innovation. Since its creation in 2006, Club e-Luxe’s main objective has remained to provide luxury companies with access to the most advanced strategies, knowledge, applications, systems and tools required for luxury to thrive online and offline in the context of technology and innovation

Based on access through the two annual events, or an annual membership subscription, the benefits of Club e-Luxe include among others, an annual International Summit held every June and a Breakfast Seminar held every January at the Ritz Hotel Paris, where digital luxury executives are converged in an exclusive and intimate setting to obtain value and enhance business relations.

In an official statement, the Executive committee of Luxe Corp, stated: “The 2011 Club e-Luxe International Summit brought exceptional insights into the domain of the online luxury consumer, through digging deep into their psychology and analyzing the way they interact with digital media and technology both online and offline. We are pleased that our participants, partners and presenters found the event rich and valuable”.

Luxe Corp provides business 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 Digital Luxury professionals); and Luxe-Mag.Com (Online Luxury Business Magazine) and has business representations in Paris, New York and Beijing.



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