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Luxe Corp Announces the 2011 Luxury Business Circle Malaysia

Luxe Corp, the pioneer luxury Strategy & Management Consultancy company and business services provider to the luxury industry is pleased to announce that the Asian Edition of the Luxury Business Circle will be held on 11th and 12th July 2011 at the Royale Chulan Hotel, Kuala Lumpur, Malaysia.

The Luxury Business Circle is a series of Business Strategy Consulting Sessions initiated by Luxe Corp for young and emerging luxury brands in fashion, leather goods, jewellery, fragrance, cosmetics, skincare, watches, home fashion, accessories, retail, wines & spirits, personal shopping, concierge services, hospitality, gastronomy, travel, private clubs, media and other luxury categories. With the objective of enabling emerging luxury brands, designers and entrepreneurs to understand and apply the strategic business requirements that are essential in developing sustainable luxury brands, the Luxury Business Circle focuses on young brands not more than 5 years old.

The 2011 Asian edition of The Luxury Business Circle has the theme of **“The Winning Formula for Establishing an International Luxury Brand”** and will feature presentations, workshops and one-to-one consulting sessions on strategies, tactics, methods, systems, insights and trends in the ever-evolving global luxury sector. Key success factors and major challenges will also be tackled on both the business and creative aspects of luxury.

In an official statement, the Executive Committee of Luxe Corp stated, *“Following the popularity and success of the 2010 edition of the Luxury Business Circle in Asia and the support we received, Luxe Corp is confident that this year’s session in Kuala Lumpur will be more remarkable as we are expecting participants from the entire SE Asian region”*.

Every year the Luxury Business Circle sessions are held in Europe, Asia and the Americas. The Asian edition of the Luxury Business Circle is supported by Luxe Corp’s corporate partner, AB & Artho*, a marketing and communications company based in Paris specializing in the promotion of Asia’s hospitality and tourism business in Europe.

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

*www.abmarcom.com



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