

Published on 1<sup>st</sup> September 2011

## Luxe Corp announces a successful 2011 Asian Edition of its Luxury Business Circle

Luxe Corp, the pioneer luxury Strategy & Management Consultancy company and business services provider to the luxury industry is pleased to announce a successful 2011 Luxury Business Circle, held the 11<sup>th</sup> and 12<sup>th</sup> July in the The Royale Chulan Hotel, Kuala Lumpur, Malaysia. The theme of the event was “The Winning Formula for Establishing an International Luxury Brand”.

The Luxury Business Circle is a series of full-day Business Strategy Consulting Sessions created by Luxe Corp for young and emerging luxury brands. Held very April, July and November in Europe, Asia and the Americas, the Luxury Business Circle features full day interactive consulting sessions with presentations, workshops, scenario assessments, case analysis and one-to-one consulting led by Luxe Corp’s Analysts and key luxury leaders and investors who are regularly invited to the sessions.

The 2011 Luxury Business Circle welcomed XX participants and discussed topics like strategic planning, creating a solid brand universe and a retail network, among others.

In an official statement, the Executive Committee of Luxe Corp stated: “The 2011 Luxury Business Circle provided insight to emerging Asian brands on how to project themselves internationally and how to create a solid name in the luxury industry.”

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



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