

Friday 18th January 2013

Luxe Corp announces the Club e-Luxe Digital Luxury Scorecard

Luxe Corp, the pioneer Luxury Strategy & Management Consulting company and business services provider to the luxury industry is pleased to announce that the first edition of its annual digital luxury tracking report, the Club e-Luxe Digital Scorecard Report will be published in March 2013.

The Club e-Luxe Digital Luxury Scorecard Report is an extensive and insightful assessment of the current state of luxury in the digital context and the first integrated digital luxury report that assesses the digital strategies, initiatives and executions of 100 luxury brands across multiple categories. The Report will mark the first industry study that is dedicated to the full spectrum of digital media and innovation both online and offline. The Report will apply a distinctive methodology developed by the Luxe Corp team, using a 10-point digital scope to analyze 100 luxury brands in 10 products and services categories.

The objectives of the Club e-Luxe Digital Luxury Scorecard are to provide a comprehensive, relevant and credible portrait of the current state of luxury in the digital and innovation contexts; to highlight the key approaches for adoption and evolution for the luxury industry; to provide indicators for the sources of this revolution, driven by new technologies both online and offline; and to provide a scorecard of luxury brands and a ranking of 100 luxury companies that are making (or not making) strides in the adoption of digital media.

The Report will also be the sole reference for the measurement of the value that digital media adds to a luxury company's bottom line in terms of revenues, brand equity and financial value.

In an official statement, the Executive Committee of Luxe Corp stated, "*Luxe Corp has established undisputed credibility as the pioneer of digital luxury strategies, practices and evolution. Club e-Luxe which we established in 2006 has been pivotal in the adoption of best digital and innovation practices by luxury brands worldwide. It is only natural that we share our expertise with the wider luxury industry through this one-of-a-kind Research Report, even as digital media continues to re-write the rules of the luxury business.*"

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.



Luxe Corp, the pioneer Luxury Strategy & Management Consulting company and business services provider to the luxury industry is pleased to announce that the 2013 Club e-Luxe Digital Luxury Scorecard will be published in March 2013. This report assesses 100 international luxury brands in the context of Digital Media and Innovation from a 10-point digital scope.

 www.twitter.com/Luxecorp

 www.youtube.com/user/LuxeCorp1

 www.luxuryonlinebook.blogspot.com

 www.facebook.com/Luxecorp

For press information, contact business@luxe-etc.com

Luxe E.t.c., Club e-Luxe and Luxe-mag.Com are part of the Luxe Corp group.