

4th December 2012

Luxe Corp Announces the Winner of its Competition

Luxe Corp, the pioneer Luxury Strategy & Management Consulting company and business services provider to the luxury industry is pleased to announce that the winner of the complementary invitation to attend the 2013 Club e-Luxe Breakfast Seminar is Mariela Vivot of COTY Prestige. Club e-Luxe launched the competition in November 2012 in celebration of the 7th Anniversary of the creation of the Club e-Luxe. The Club e-Luxe International Summit will take place on the 8th of January 2013 at the hotel Le Bristol in Paris, France.

The theme of the event is *"Sensory Luxury : Using Digital Media as the Sixth Sense to connect the Online & Offline Worlds of Luxury"*. Some of the topics to be analysed include Visual Experience, Sound Design, Digital Scent and Taste, Digi-Touch, Motion Design, Mobile Evolution, Digital Natives, Techcessories and several others.

Club e-Luxe is an executive club created by Luxe Corp for digital luxury 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.

Luxe Corp is the pioneer Strategy & Management Consultancy company specialized in the luxury sector. A fully independent company based in Paris, with business representations in New York and Beijing. Luxe Corp develops and implements advanced and practice-tested business strategy solutions and operations for companies seeking sustainable growth and profitability 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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