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Luxe Corp Announces the Re-launch of Luxe-Mag.Com

Luxe Corp, the pioneer Luxury Strategy & Management Consultancy company and business services provider to the luxury industry is pleased to announce the successful re-launch of its luxury business online magazine, Luxe-Mag.Com.

The new concept of the magazine, unveiled on 26th September 2011, reflects the luxury lifestyle and the luxury business through strong visuals and rich interactive content. Luxe-Mag.Com is a foremost reference for the luxury business online and provides strategic evaluation of critical issues in the luxury business through rich and extensively researched articles written to precision.

Produced fully in English and French through a balanced mix of text, visuals and multi-media, Luxe- Mag.Com offers eight sections, covering both the business and creative dimensions of luxury. The magazine has amassed several hundreds of thousands of readers per edition and has an archive of nearly 500 articles offering an in- depth analytical dimension and serious insight into luxury. With eight sections constantly updated with interviews of key luxury influencers, Luxe-Mag.Com has become the online destination for luxury practitioners and consumers seeking a profound understanding of the luxury business. Luxe-Mag.Com has also partnered with the luxury industry's key events such as the International Herald Tribune's annual luxury conference, the China Luxury Summit, the FT Business of Luxury Summit, the Global Luxury Forum, Atualuxo and others.

In an official statement, the Executive Committee of *Luxe Corp* stated *"We are pleased to unveil the new online platform of Luxe-Mag.Com to our global audience. The magazine's new concept is in line with the evolution of digital media and the desire of our readers for extensive analysis of the luxury business through rich interactive content."*

Luxe-Mag.Com is owned by *Luxe Corp*, which currently provides 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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www.luxe-corp.com

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

www.luxe-mag.com

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