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Luxe Corp Hosts a Successful 2012 Club e-Luxe International Summit

Luxe Corp, the pioneer luxury Strategy & Management Consultancy company and business services provider to the luxury industry is pleased to announce the success of its 2012 Club e-Luxe International Summit held on 6th June 2012 at the Ritz Hotel, Paris. The theme of the summit was **“E-Commerce, F-Commerce & M-Commerce: Integrating & Optimizing the Online & Offline Selling Channels for Luxury.”** Some of the topics analyzed including Social Media Shopping, Multi-media Shopping, E-boutique & Luxemosphere, E-Customization & Co-Creation, Branded Content, Virtual Reality, Channel Integration, Online Privacy, E-Services and several others.

The International Summit gathered senior executives of international luxury companies, retail executives, media professionals and technology specialists to listen to some of the brightest minds, innovators and visionaries of digital media. Led by Luxe Corp’s team of Luxury Business Strategists & Analysts, each Speaker brought insight and analysis to their area of expertise, complementing these with live DEMOs and strategic tactics and action plans for the adoption of luxury companies.

In an official statement, the Executive committee of Luxe Corp, stated: *“The 2012 Club e-Luxe International Summit brought groundbreaking technologies such as 3D Immersive platforms, holographics, audio spotlight directional sound and facial recognition tools to the luxury industry. We were delighted to witness the enthusiasm of luxury brands towards adopting these technologies”*

Club e-Luxe is an Executive Club created by Luxe Corp for digital luxury professionals with the objective of enhancing the e-Business practices of luxury companies through providing continuous access to the cutting-edge strategies, tactics, applications, techniques, tools, platforms and expert knowledge that is required for luxury to evolve in the context of digital and new technologies.

Based on access through the two annual events, or an annual membership subscription, the benefits of Club e-Luxe include among others, an annual summit held every June and a breakfast seminar held every January at the Ritz Hotel Paris, where luxury e-Business executives are converged in an intimate setting to obtain value and enhance business relations.

Luxe Corp 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 Luxury e-Business professionals); and Luxe-Mag.Com (Online Luxury Business Magazine) and has business representations in Paris, New York and Beijing.



Luxe Corp, the pioneer Strategy Consultancy company and business services provider to the luxury industry is pleased to announce that success of the 2012 Club e-Luxe International Summit held on Thursday 6th June 2012 at the Ritz Hotel, Paris.

The theme of the event was **“E-Commerce, F-Commerce & M-Commerce: Integrating & Optimizing the Online & Offline Selling Channels for Luxury”**; and additional topics analyzed include Social Media Shopping Multi-media Shopping, E-boutique & Luxemosphere, E-Customization & Co-Creation, Branded Content, Virtual Reality, Channel Integration, Online Privacy, E-Services and several others.

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