

MULTICHANNEL

## Luxury Retail Summit 2014 New York Sept. 9: St. Regis, MissoniHome, Christie's Watch Shop, Leading Hotels of the World, Breeders' Cup, WSJ., Eleven James, Crest and Co.

August 20, 2014



*Missoni on home stretch*

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By STAFF REPORTS

[Please click here to register for the Luxury Retail Summit: Holiday Focus 2014 conference in New York Sept. 9](#)

**Sign up now**

**Luxury Daily**

Registration is open for the second annual Luxury Retail Summit: Holiday Focus 2014 conference Tuesday, Sept. 9, 2014 in New York featuring speakers from St. Regis, MissoniHome, Christie's Watch Shop, The Leading Hotels of the World, The Breeders' Cup, Crest and Co., Eleven James, WSJ. magazine, ForbesLife, Bloomberg Pursuits, Style Coalition and leading luxury-focused agencies and market researchers.

This daylong New York event is a must-attend for luxury retailers, luxury brands, publishers, ad agencies and market researchers looking for strategic and tactical advice, tips, case studies and research on luxury retailing, especially in the run-up to the holidays.

At this exclusive summit organized by this publication at the National Museum of the American Indian across from Manhattan's Battery Park downtown, attendees will get to listen and meet with key executives moving the needle for the luxury business including retail, marketing and media. The conference, whose agenda is below, will be limited to only 150 delegates.

"The key point for luxury brands and retailers heading into the holiday season is an eternal truth with a slight qualification: Know your customer – very well," said Mickey Alam Khan, editor in chief of Luxury Daily, New York.

"Today's luxury shopper is as sharp as a tack, sniffing out quality and value, looking for the unique experience that makes the best memory for self and loved ones," he said. "With all the noise that the holidays bring, being heard, seen and bought with brand values and integrity intact will be the challenge in the months ahead."

#### Retail detail

Attendees to the [Luxury Retail Summit](#) will hear how MissoniHome and Christie's Watch Shop approach luxury retailing, especially as the holidays near.

Also ready to share experiences are senior executives from Starwood Hotels and Resorts' St. Regis and The Luxury Collection, The Leading Hotels of the World, The Breeders' Cup, Crest and Co., Eleven James, WSJ. magazine, ForbesLife, Bloomberg Pursuits and Style Coalition.

In addition, market researchers from Wealth-X, Wealth Engine, Shullman Research Center, Unity Marketing, Ipsos MediaCT, YouGov and The Luxury Institute will reveal valuable data, insights and analysis on luxury shoppers and shopping.

Finally, top executives from agencies, marketing service providers and retail consultancies such as RO-NY, STC Associates, Boston Retail Partners, iProspect and McCann Truth Central will debate whether marketing is keeping up with evolving consumer attitudes as online and mobile gain more mindshare.

Attendees will have access to all presentations made at the event.

The [event](#) is priced at \$695 for the day, which includes breakfast, lunch and cocktails. Refunds will not be given 72 hours before the event or for no-shows on the day of the conference.



*Christie's is an old hand with watches*

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The **Luxury Retail Summit: Holiday Focus 2014** is part of this publication's exclusive summit series including Luxury FirstLook and Luxury Roundtable. The events' core point of difference is their strong editorial spine with a deep-dive into topics under discussion.

The summit agenda can also be accessed via <http://www.luxuryretails Summit.com>.

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The agenda is below.

## AGENDA

### **Luxury Retail Summit: Holiday Focus 2014**

Tuesday, Sept. 9, 2014

#### *A Napean presentation*

Venue

National Museum of the American Indian

Diker Pavilion

Bowling Green

New York, NY 10004

(Directions: Directly across from Battery Park in downtown Manhattan and at the beginning of Broadway)

7:45 a.m. – 8:30 a.m.

Registration and Breakfast

8:30 a.m. – 8:45 a.m.

Welcome: State of Luxury Retailing

Speaker:

Mickey Alam Khan, editor in chief, Luxury Daily

8:45 a.m. – 9:30 a.m.

#### *Opening Keynote*

St. Regis and The Luxury Collection

Speaker:

Paul James, global brand leader, Starwood Hotels and Resorts' luxury division

9:30 a.m. – 9:45 a.m.

Break

9:45 a.m. – 10:30 a.m.

*Research Panel*

Motivations and Mindset of the Luxury Shopper

Purchases across core luxury categories such as travel and hospitality, automotive, leather goods, apparel and accessories, watches and jewelry, and fragrance and personal care as well as demand for upscale real estate and wealth-creating financial services has been strong through global vicissitudes. But instability in certain emerging markets, political crises in the Middle East and Ukraine, over-reliance on low interest rates, unresolved sovereign debt issues, Russian economic slowdown and a government clampdown on conspicuous consumption in China may yet have long-drawn effects. This session will discuss:

- ☒ How is the luxury shopper gearing up for this holiday season?
- ☒ What characteristics of the ultra-high-net-worth individual have changed?
- ☒ What factors will inspire them to spend more on experiences and tangible products and services?
- ☒ Why Russian and Chinese shoppers need special attention
- ☒ How to retain affluent-consumer loyalty over the long term?

Speakers:

Pam Danziger, president, Unity Marketing

Bob Shullman, founder/CEO, Shullman Research Center

TBA, Ipsos MediaCT

James Dean, vice president and head of the luxury practice, Wealth Engine

Cara David, managing partner, YouGov

Moderator:

Milton Pedraza, CEO, The Luxury Institute

10:30 a.m. – 10:45 a.m.

Break

10:45 a.m. – 11:30 a.m.

*Research Keynote*

How U.S. Wealthy Consumers Differ from Their Counterparts Worldwide in Luxury Attitudes

Wealth-X is one of the world's leading ultra-high-net-worth intelligence and prospecting

firms with curated research on UHNW individuals, defined as those with net assets of \$30 million and up. The firm publishes its quarterly Luxury Sentiment Survey that captures the pulse of the luxury industry and addresses topics such as marketing strategies, event design and engagement with the UHNW consumer. This keynote will discuss:

- ☒ Findings from the latest survey and new data on the global UHNW population, focusing on the United States luxury retail sector
- ☒ How American UHNW individuals differ from other UHNW consumers in their attitudes to luxury
- ☒ Some relevant characteristics of the UHNW population

Speaker:

David Friedman, president, Wealth-X

11:30 a.m. – 11:45 a.m.

Break

11:45 a.m. – 12:30 p.m.

What Inspired Christie's Watch Shop



*Christie's calls time on old ways*

Within the auction market, Christie's is the only auction house to offer a comprehensive digital platform in terms of ecommerce sales and now, with Christie's Watch Shop, a distinctive luxury retail model for pre-owned and vintage timepieces. From its inception, the Watch Shop has been positioned to complement the saleroom-based auctions and private sales platforms. Christie's Watch Shop is a significant addition to the watches category at Christie's, speaking to the demand of clients seeking to buy and sell watches outside of the eight important watches auctions held annually at Christie's worldwide in New York, Geneva, Hong Kong and Dubai. There were so many daily requests for specific watches that it became difficult to keep up with demand. So the Christie's Watch Shop was launched to cultivate a supply of the world's best watches exclusively for the online space, available for immediate purchase 24/7 worldwide. Last year marked the inaugural luxury holiday retail pop-up store where Christie's featured private sale jewelry, watches and

Hermes handbags for sale over a December weekend. Foot traffic surpassed hopes, and shoppers experienced unique items and enjoyed speaking with Christie's teams of watches and jewelry specialists. Now the firm will expand on that idea for its newly launched retail platform for the Christie's Watch Shop. Listen to the whole story and what comes next for Christie's Watch Shop.

Speaker:

Reginald Brack, senior vice president and international head of retail, watches, Christie's  
John Auerbach, international managing director, ecommerce, Christie's

12:30 p.m. – 1:15 p.m.

Sponsored Lunch Break

1:15 p.m. – 2 p.m.

*Panel*

Is the Marketing Evolving with Luxury Consumers?



*Capping it for Carolina Herrera's CH*

It is easy to start and end marketing with social media. But tweets, pins, posts and videos are mere tactics that are often confused for strategy. Conveying the brand's values through a diffusing media business is getting more challenging. Old stays such as print advertising in luxury media support brand objectives, buttressed by in-store and consumer events, sponsorships of causes, social media and online and mobile marketing. But is that enough? Also:

- ☒ How to reach luxury consumers where they are receptive to messages?
- ☒ Is brand marketing driving foot traffic to retail stores where most luxury purchases still occur?
- ☒ Is digital marketing working?
- ☒ How will marketing this holiday season differ and trends to watch?

Panelists:

Sophie Ann Terrisse, founder/CEO, STC Associates

Rony Zeidan, founder and chief creative officer, RO-NY

Nadia Tuma, vice president and deputy director, McCann Truth Central

Ken Morris, principal, Boston Retail Partners

Andrea Wilson, vice president, strategy director and luxury practice lead, iProspect

Moderator:

Tom O'Regan, marketing consultant and former president, Martini Media

2 p.m. – 2:15 p.m.

Break

2:15 p.m. – 3 p.m.

*Media Huddle*

A Publisher, An Editor and a Blogger Get Together ...



*WSJ. magazine's May cover*

Mine the wisdom of the publisher of The Wall Street Journal's WSJ. magazine, editor of ForbesLife, editor of Bloomberg Pursuits and founder of blogging network Style Coalition and see how they view the holiday mindset of the luxury consumer during this shopping season. In this session, these executives will discuss:

- ☒ The seasonality of the retail business and its relevance to the luxury market
- ☒ Brand heritage: How and why leading brands celebrate their brand heritage during the season
- ☒ Travel and the luxury consumer: Why this is relevant to retail messaging
- ☒ The relevance of having global appeal with holiday messaging: Which markets are anticipated to have the most effect on holiday selling goals
- ☒ The role of content: Curated, paid and consumer generated
- ☒ The season of giving: Philanthropy and why its relevant to the luxury market during this

time of year

☒ Ecommerce, mobile commerce and social media: How the affluent consumer is shopping online and being inspired by Instagram, Twitter, blogs, Facebook and Pinterest

Panelists:

Anthony Cennamo, publisher, The Wall Street Journal's WSJ. magazine

Michael Solomon, editor, ForbesLife

Ted Moncreiff, editor, Bloomberg Pursuits

Yuli Ziv, founder/CEO, Style Coalition

Robb Report

Moderator:

Jen King, lead reporter, Luxury Daily

3 p.m. – 3:15 p.m.

Break

3:15 p.m. – 4 p.m.

The Breeders' Cup: Transforming the Sport of Kings

A time-honored tradition, horseracing is currently making a comeback with the Breeders' Cup, which is leading the celebration of the sport and lifestyle of thoroughbred racing. Considered the richest two days in sports, the Breeders' Cup marks the culmination of the horseracing season, attracting top horses, trainers and owners to its two-day Breeders' Cup World Championships each fall. The event also offers dining and parties with fashion and A-list celebrities to combine the best of horseracing with the best in hospitality. To elevate the brand further, the Breeders' Cup has embarked on an aggressive new business and marketing strategy that aims to solidify the event as one of the world's most exclusive luxury entertainment experiences. This session will discuss:

☒ The brand's new three-year site plan to bring the Breeders' Cup to the best tracks nationwide, attracting new partners such as Lalique and Sentient Jets

☒ How the Breeders' Cup has built out the Breeders' Cup Challenge Series "win & you're in" races with a new media platform for the 2014 season with NBC

☒ What went into the launch of a new marketing platform

☒ The intersection of luxury, horseracing and lifestyle

☒ The Breeders' Cup luxury sports marketing tactics

☒ Where the Breeders' Cup is headed next

Speaker:

Drew Sheinman, chief marketing and revenue officer, The Breeders' Cup

4 p.m. – 4:15 p.m.



Break

4:15 p.m. – 5 p.m.

MissoniHome: Tips on Visual Merchandising for Luxury Retailing



*MissoniHome colors view of garden*

Taking its colorful sensibilities to home furnishings, Italian apparel and accessories brand Missoni is now setting a new standard in luxury with visual merchandising techniques worth emulating. MissoniHome offers to the consumer's home what it brings to her wardrobe: vibrancy and a dash of personality for its beachwear and home furnishings. The keynote will share insights on:

- ☒ Best practices: Making it easy to shop, avoid disorienting customers
- ☒ Merchandising as a sales message
- ☒ Merchandising toolkit to create consistency among various locations and managers
- ☒ Seasonal differences for fall/winter versus spring/summer, with the effect of color on interior design
- ☒ How MissoniHome markets color, pattern and texture
- ☒ Current trends, including for the holidays

Speaker:

Chris Phillips, vice president of U.S. sales, MissoniHome

5 p.m. – 5:15 p.m.

Break

5:15 p.m. – 6 p.m.

Key Luxury Retailing Trends for the Holidays

The upcoming holiday season rides on the tails of a strong domestic economy with continued consistent demand for luxury products and services overseas. However, will the demand across luxury categories sustain in emerging and established markets worldwide? In this session, panelists will opine on:

☒ How this holiday season – if it does – will differ from last year from the luxury shopper’s perspective

☒ Brands and retailers: How prepared are they for digital research and shopping?

☒ Positioning the brand and retailer for holiday business

☒ Any left-field surprises?

Speakers:

Randy Brandoff, founder, Eleven James

Nima Abbassi, founder/CEO, Crest and Co.

Chris Ramey, founder/CEO, Affluent Insights

David Rompf, senior director of loyalty, The Leading Hotels of the World

Moderator:

Mickey Alam Khan, editor in chief, Luxury Daily

6 p.m.

Raffle for Dom Perignon

6 p.m. – 7 p.m.

Sponsored Networking Cocktails

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Hotels in the Lower Manhattan neighborhood (from nearest to farthest):

[DoubleTree by Hilton Hotel New York City - Financial District](#), 8 Stone Street, New York, NY 10004; tel: 212-480-9100; [please click here for the Web site](#)

[The Ritz-Carlton Battery Park](#), Two West Street, New York, NY 10004; tel: 212-344-0800; [please click here for the Web site](#)

[New York Marriott Downtown](#), 85 West Street at Albany Street, New York, NY 10006; tel: 212-385-4900; [please click here for the Web site](#)

[W New York Downtown](#), 123 Washington Street (entrance on Albany Street), New York, NY 10006; tel: 646-826-8600; [please click here for the Web site](#)

[Millennium Hilton](#), 55 Church Street, New York, NY 10007; tel: 212-693-2001; [please click here for the Web site](#)

*For car service to and from venue, please either hail a yellow cab taxi or take the 4 and 5 subway lines downtown to Bowling Green or the N or R subway lines downtown to Whitehall Street. For car service, please call in advance 212-666-6666 or 212-777-7777. During evening hours, it takes about 30 to 45 minutes to get to La Guardia Airport from the*

*museum, and about 45 minutes to an hour to John F. Kennedy International Airport or to Newark International Airport in Newark, NJ. The journey in maybe slightly shorter. A room has been set aside in the museum for summit registrants to leave their bags.*

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