

ADVERTISING

Luxury FirstLook 2015 New York Jan. 13: Four Seasons, Buccellati, Baume & Mercier, Christie's, Lancome, Douglas Elliman, Twitter, Hunton Powerboats

January 5, 2015



Timeless experiences for Baume & Mercier

By STAFF REPORTS

[Please click here to register for Luxury FirstLook: Strategy 2015 in New York on Tuesday, Jan. 13, 2015](#)

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Luxury Daily

Registration is open for the third annual Luxury FirstLook: Strategy 2015 conference Tuesday, Jan. 13 featuring speakers from the Four Seasons Hotels and Resorts, Buccellati, Baume & Mercier, Christie's, Lancome, Douglas Elliman, Twitter, Hunton Powerboats, SANDOW, Luxury Portfolio, Sleuth and The Luxury Institute.

Organized by *Luxury Daily*, this daylong New York event is a must-attend for luxury brands, luxury retailers, ad agencies and publishers looking to develop and implement luxury marketing and retail strategies and tactics in 2015, a year where luxury brands are anticipated to post strong growth while gearing themselves for a soft landing in certain markets. Limited to 125 executives, the summit's attendees will listen to and meet with key

executives moving the needle for luxury marketing and retail.

“The world of luxury is an island amidst global geopolitical and socio-economic upheaval,” said Mickey Alam Khan, editor in chief of *Luxury Daily*, New York. “How long before these issues hit luxury shores is a question.

“What is key is paying attention to the luxury customers wants and needs, and adapting to behavior as external events and media usage shape consumer response to marketing and retail efforts,” he said. “That is what this event will address, how to be prepared for increased or slackened demand in the year ahead and with what types of overtures that will garner the appropriate response.”

This **summit's** keynotes and sessions will help luxury marketers and retailers learn from peers and network with them.



Good times

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.

For sponsorships, please contact events@napean.com for prompt attention.

Luxury FirstLook: Strategy 2015 is part of this publication's exclusive summit series. This summit agenda can also be accessed via <http://www.luxuryfirstlook.com>.

The agenda is below.

AGENDA

Luxury FirstLook: Strategy 2015

Tuesday, Jan. 13, 2015

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

Speaker:

Mickey Alam Khan, editor in chief, *Luxury Daily*

8:45 a.m. – 9:30 a.m.

Opening Keynote

Four Seasons Hotels and Resorts: How the Leading Luxury Hotel Chain is Repositioning for the Emerging Generation

A byword in class and understated luxury, the Four Seasons is looking to attract a new generation of customers even as it serves the needs of its well-heeled, much-travelled guests. This session will focus on:

- ☒ An overview of the luxury hospitality sector and where it is heading
- ☒ How the Four Seasons is repositioning itself to cater to an emerging generation of consumers
- ☒ Why and how the chain's mobile strategy is being revamped
- ☒ How the Four Seasons is catering to cultural differences across properties worldwide
- ☒ Outlook for 2015 and how hospitality brands have to adapt to evolving consumer behavior

Speaker:

Elizabeth Pizzinato, senior vice president of marketing and communications, Four Seasons Hotels and Resorts

9:30 a.m. – 9:45 a.m.

Break

9:45 a.m. – 10:30 a.m.

Panel

State of Luxury 2015: Up, Down or Flat?



Eyeing a strong foundation

The luxury world is not immune to global socio-economic and geopolitical changes. The last few months have tested luxury brands and retailers coping with a straitened Russian market, deflationary Europe, recessionary Japan, slowing China and India and the turmoil-ridden Middle East. The sole continuing bright spot is the United States whose economy is bucking worldwide trends. What does this mean for luxury brands, retailers and publishers as well as ad agencies? Under discussion will be:

- ☒ Is this time different: the ongoing global slowdown versus the Great Recession five years ago?
- ☒ How should luxury marketers strategize in a world of uncertainty?
- ☒ Pockets of growth: Where are they?
- ☒ How rapidly is the luxury consumer evolving and what to do about it: Marketing and retailing that will resonate

Panelists:

Alessio Rossi, vice president of digital, Lancome

Michelle Peranteau, director of marketing and communications, Baume & Mercier North America

Milton Pedraza, CEO, The Luxury Institute

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

Ginger Xiang, strategy director, Team One

Moderator:

Mickey Alam Khan, editor in chief, *Luxury Daily*

10:30 a.m. – 10:45 a.m.

Break

10:45 a.m. – 11:30 a.m.

Douglas Elliman: How High is High for Luxury Real Estate?

While the hospitality and automotive sectors get credit for being the top luxury categories,

they are beaten by bricks-and-mortar – very glossy, very grassy, very glassy, very grand. For all the issues swirling around worldwide, luxury real estate has held its own in key cities such as New York, London, Paris, Chicago and San Francisco, and in countries including the United States, United Kingdom, China, Singapore, Dubai, France and India. Douglas Elliman, the nation's leading luxury real estate broker, has its finger on the pulse. What continues to make the luxury home such a great investment? That will be the focus of this session, including:

- ☒ What is the state of the luxury real estate market and its key drivers?
- ☒ Where are the investors coming from?
- ☒ With slowdowns in Europe, China, Japan and India, and curbs on Russia, what will that mean for luxury home sales and rentals as well as furnishings in 2015?
- ☒ What marketing will resonate to attract luxury home buyers in the year ahead?

Speaker:

Nicole Oge, global chief marketing officer, Douglas Elliman

11:30 a.m. – 11:45 a.m.

Break

11:45 a.m. – 12:30 p.m.

CEO Keynote

Buccellati: How the Jewelry Sector Will Change as Mono-Brand Retail Takes Off

The world's leading luxury jewelers, including Buccellati, are focused on growing their mono-brand retail business as it enhances offline and online interactive with the shopping experience. Add to consolidation, internationalization and the growth of branded products and that sets the tone for jewelers targeting pickier, more digitally savvy luxury customers in 2015. This session will also discuss:

- ☒ What Buccellati has planned for 2015
- ☒ Where the jewelry sector is moving: key trends driving change
- ☒ How consumer involvement will change, including the acceleration of mono-brand retail and digital media as a communication and branding platform
- ☒ Holiday 2014 recap for Buccellati

Speaker:

Alberto Milani, CEO, Buccellati USA

12:30 p.m. – 1:30 p.m.

Sponsored Lunch Break

1:30 p.m. – 2:15 p.m.

Twitter: How Social Media Will Influence and Shape Luxury Retail

As one of the most successful social media platforms, Twitter has helped reshape companies and industries, bringing closer customers with brands. Socially savvy consumers now expect to conduct a dialogue with brands and retailers, and luxury retail is no longer immune to this development. How can luxury retailers and marketers harness social media such as Twitter in 2015 will be the focus of this session, including:

- ☒ Key social media trends that will shape retail in 2015
- ☒ Why social is key to luxury's future
- ☒ Twitter case studies
- ☒ Best-practice tips on social media for luxury retailers and brands

Speakers:

Chris Reidy, industry director for retail, Twitter

Amanda Farrell, senior manager for retail, Twitter

2:15 p.m. – 2:30 p.m.

Break

2:30 p.m. – 3:15 p.m.

How Luxury Brands Can Be Brave in Times of Turmoil

A diamond may be forever, but socioeconomic stability is not. How can luxury retailers build and nurture brand lust during periods shadowed by economic upheaval and political controversies? Marketers must determine the appropriate tone in their messaging: should they take a stand and engage in the conversation? How can they strategically preserve the authenticity, exclusivity and uniqueness of a high-price point luxury brand during these times without alienating a consumer base? Responses from brands have ranged from "no comment" to producing logo free shopping bags at luxury retailers during the recession, to San Francisco-based SKYY Vodka's "Cheers to Equality Campaign" following Russian vodka protests over anti-LGBT laws from the Kremlin. This session will touch on:

- ☒ How to harness cultural insights and create strong brand proposition to make luxury brands desirable during times of controversy
- ☒ How brands can determine if, when, how and where they should engage in the controversy
- ☒ Challenge traditional thinking when creating an innovative luxury experience and leverage new technology and trends to elevate brand stories during times of upheaval
- ☒ Case study: DeBeer's A Diamond is Forever campaign and how it was navigated successfully with large marketing initiatives during the last recession

Speakers:

Shireen Jiwan, founder/CEO, Sleuth

Cristina Lilly, vice president of global brands, Steinway & Sons (former vice president of marketing for DeBeer's A Diamond is Forever at JWT)

3:15 p.m. – 3:30 p.m

Break

3:30 p.m. – 4:15 p.m.

TBA

4:15 p.m. – 4:30 p.m.

Break

4:30 p.m. – 5:15 p.m.

Panel

Trends in Big-Ticket Purchases: Understanding the Motivations of Ultra-High-Net-Worth Individuals

To wealthy consumers, home is really their castle. Or whatever floats their boat – or yacht. As long as the stock market holds, luxury consumers will continue to invest in art, real estate, transportation and other accouterments that define the core of luxury products – exquisite craftsmanship, impeccable customer service, limited distribution, high-perceived value and brand authenticity. In return, such consumption fuels all sectors of luxury, with advertising and marketing being a healthy reflection of the state of the luxury market. Will this hold in 2015? This panel will focus on:

- ☒ Has the marketing of big-ticket items changed and, if so, how?
- ☒ Where are wealthy consumers investing in this market?
- ☒ What motivates purchases of big-ticket items?
- ☒ Outlook for 2015: up, down or flat?

Panelists:

El Moriarty-Nelson, luxury marketing and branding specialist, Christie's

Fiona Pool, managing director, Hunton Powerboats

Paul Boomsma, president and chief operating officer, Luxury Portfolio

Adam Sandow, SANDOW, founder/CEO

Moderator:

Mickey Alam Khan, editor in chief, *Luxury Daily*

5:15 p.m.

Raffle for Dom Perignon

5:15 p.m. – 6:30 p.m.

Sponsored Cocktails and Networking

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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 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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