

MULTICHANNEL

Barneys to keynote Luxury Retail Summit: Holiday Focus 2015

August 26, 2015



Barneys' SpinCycle window display

By STAFF REPORTS

Here are the PDF decks from Luxury Retail Summit: Holiday Focus 2015:



[Barneys New York: Devising an Effective Omnichannel Strategy for a Competitive Holiday Season](#)

Speaker: Charlotte Blechman, executive vice president of communications, Barneys New York

[Will Luxury Brands Find Coal or Gold Nuggets in Their Holiday Stockings This Holiday Season?](#)

Speaker: Bob Shullman, founder/CEO, The Shullman Research Center

[How Luxury Retailers Can Make HENRYs Their Weapon to Holiday Success](#)

Speaker: Pam Danziger, president, Unity Marketing

[Ueber Brands: Manifesting Brand Mission, Myth and Mojo Through Retailing](#)

Speakers: JP Kuehlwein, executive vice president, Frédéric Fekkai

Wolfgang Schaefer, chief strategy officer, SelectNY

[Location Meets Context: Geofence Your Mobile Retail Marketing](#)

Speaker: Hugh Reynolds, cofounder, Swrve

[Mobile Engagement Through Unadvertising](#)

Speaker: Brent Hieggelke, chief mobile evangelist, Urban Airship

[WSJ. magazine: Why Print Continues to Work for Luxury](#)

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

[Trends in Chinese Outbound Tourism and Shopping](#)

Speaker: Avery Booker, partner, China Luxury Advisors

REGISTRATION FOR THIS EVENT IS NOW CLOSED

Do join us at the Luxury Retail Summit in New York!

[Please click here to register for the third annual Luxury Retail Summit: Holiday Focus 2015 on Wednesday, Sept. 16 in New York](#)

Please join us for the third annual [Luxury Retail Summit: Holiday Focus 2015](#) Wednesday, Sept. 16 in New York featuring leading specialists and top thinkers in luxury retailing and marketing.

This daylong event in New York 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.

This year's summit will focus on what luxury retailers, brands, marketers and media can expect this holiday season, especially with ecommerce and mobile shaping shopping and buying decisions as well as evolving marketing efforts including social and video.

The **event** is priced at only \$695 for the day, which includes breakfast, lunch and networking cocktails. Refunds will not be offered 72 hours before the event or for no-shows on the day of the summit.

For sponsorship, please contact ads@napean.com.

The agenda is below.

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AGENDA

[Luxury Retail Summit: Holiday Focus 2015](#)

Wednesday, Sept. 16

A Napean presentation

Venue

Time & Life Building

8th Floor

1271 Avenue of the Americas

New York 10001

8:25 a.m.

Welcome Address

Luxury Enters New Era of Digital Disruption

Mickey Alam Khan, editor in chief and publisher, Luxury Daily



Barneys' Like2Buy content

8:30 a.m. - 9:15 a.m.

Opening Keynote

Barneys New York: Devising an Effective Omnichannel Strategy for a Competitive Holiday Season

Speaker:

Charlotte Blechman, executive vice president of communications, Barneys New York

9:15 a.m. – 9:30 a.m.

Break

9:30 a.m. – 10:15 a.m.

Will Luxury Brands Find Coal or Gold Nuggets In Their Holiday Stockings This Holiday Season?

As luxury retailers and marketers finalize their marketing plans for the upcoming holiday season, key questions arise: What are consumers' shopping plans for the upcoming holiday season? What are they planning to buy as their gifts for their friends and family? Where will luxuries fit into their shopping lists? When consumers start their holiday shopping, will they be making their purchases online or in-store? Will consumers — both aspirational and affluent — spend more, the same or less than they spent in 2014? These

and other critical holiday-related questions will be answered from the consumer's perspective as the Shullman Research Center updates its 2014 Luxury Holiday Shopping Survey results that were presented at last year's summit with consumers' current plans for the 2015 holiday season.

Speaker:

Bob Shullman, founder/CEO, The Shullman Research Center

10:15 a.m. – 10:30 a.m.

Break

10:30 a.m. – 11:15 a.m.

Digital's Impact on Luxury Retailing and Marketing and What It Means for the Future

The rise of digital mediums such as the Internet, mobile, tablets and now wearables threatens to upend retailing as brands know it. Not only is information at the fingertips of consumers, but the way research and shopping is conducted has changed. Not every luxury retailer is prepared for what is to come next. This panel will deliberate issues such as the effect of Internet, ecommerce and mobile, including wearables, on luxury retailing, both digital and store based. How will consumers' adoption of digital media change luxury marketing? What are the new parameters for measuring retail effectiveness across channels? Are the new attitudes to sustainability being factored into retailing and marketing plans?

Panelists:

David Benattar, CEO of New York creative agency Hyperbolic

Diana Verde Nieto, cofounder, London sustainability agency Positive Luxury

Amanda Willinger, vice president of digital and ecommerce, Lagos Jewelry

Moderator:

Robin Lewis, author, *The New Rules of Retail*

11:15 a.m. – 11:30 a.m.

Break

11:30 a.m. – 12:15 p.m.

How Luxury Retailers Can Make HENRYs Their Weapon to Holiday Success

The National Retail Federation predicts a 4 percent-plus increase for holiday sales this year over 2014, thanks to upbeat consumers eager to pile up presents under the tree. So the message to retailers is "No worries, all is well with the world, and the American shopper is going to keep on, keeping on." But not all luxury retailers and brands should buy it. They cannot just sit back and wait for eager shoppers to line up at their door – they will not. Marketers need to identify consumer segments that offer the most promise for this holiday

season and draw them to their shopping experience. For holiday 2015, and for the next 10 years as well, that most promising segment is going to be HENRYs – high-earners-not-rich-yet consumers, especially those under 45 years with incomes \$100,000 to \$249,900. Why HENRYs are the most important new demographic consumer segment in today's post-recession economy and key to marketing and retailing success this holiday season will be the focus of this presentation.

Speaker:

Pam Danziger, president, Unity Marketing

12:15 p.m. – 12:30 p.m.

Break

12:30 p.m. – 1 p.m.

Rethinking Prestige Branding

Ueber Brands: Manifesting Brand Mission, Myth and Mojo Through Retailing

Why are Cirque Du Soleil or Grey Goose so successful despite breaking all the conventions of their categories? What does Gucci's approach to marketing have in common with Nespresso's? And why do some pay a little fortune for Renova toilet paper or Aesop detergent when those seem to have none of the functional superiority conventional marketers would seek to demonstrate? These are some of the questions branding experts JP Kuehlwein and Wolfgang Schaefer researched over the past four years, talking to an uncounted number of practitioners, theoreticians and consumers alike and analyzing well over a hundred brand successes and failures in the premium-priced arena. Their answer: Today, prestige is accrued in many more ways than it used to. Its marketing rules are in flux and it is flourishing across pretty much all tiers and categories – from a \$2 drink to multimillion dollar jewelry. Classic notions are shattered and reshuffled and prestige branding is being slowly but unmistakably re-defined. This session will discuss how some brands make consumers buy into their proposition beyond need, price or reason, and what role retailing plays in seducing these shoppers. It turns out that most successful luxury brands are “ueber brands.” Also discussed will be Hermes/petit h, Sang Xia, Tesla, Maison Du Chocolat, Aesop, Hoshino Resorts and Brunello Cucinelli.

Speaker:

JP Kuehlwein, executive vice president, Frédéric Fekkai

Wolfgang Schaefer, CSO, SelectNY

1 p.m. – 2 p.m.

Sponsored Lunch and Learn Sessions

1:15 p.m. – 1:35 p.m.

Swrve: Location Meets Context: Geofence Your Mobile Retail Marketing

We are all aware that mobile is changing retail in multiple ways. Most obviously, in any form of multichannel retail, mobile is fast becoming the most popular and profitable channel. That stands to reason – all those billions of smart devices, each examined somewhere in the order of 150 times a day. The mobile application specifically has won the war for the consumer's attention on mobile. In retail, that is a hugely exciting opportunity. To be front and center on a device such as the smartphone is, in a very real sense, the loyalty scheme of today's retail landscape – the default first choice for the consumer. But it would be wrong to believe that this spells the end of traditional bricks-and-mortar retail. Successful retailers will both drive sales direct from mobile and online, but also use apps to enhance the store experience and increase real-world revenue. In comes geo-location functionality. This session will discuss how:

- ☒ Marketers use geolocation to segment powerful messages, at the right place, at the right time
- ☒ Enhance the in-store experience
- ☒ Build consumer relationships in-app
- ☒ Use apps to increase revenue

Speaker:

Hugh Reynolds, cofounder, Swrve

1:35 p.m. – 1:55 p.m.

Mobile Engagement Through Unadvertising

As the volume of promotional messages creates a cacophony in consumers' lives, they are becoming exceptionally good at hitting the mute button. Whether by fast-forwarding through television commercials or sending emails straight to spam, advertising's impact is weakening as consumers embrace their ability to filter out noise. This session will discuss how some of the leaders of mobile engagement are turning their customers back into their brands through unadvertising.

Speaker:

Brent Hieggelke, chief mobile evangelist, Urban Airship

2 p.m. – 2:45 p.m.

Fireside chat

WSJ. Magazine: Why Print Continues to Work for Luxury

While digital gets the lion's share of attention from media, print continues to be the workhorse for luxury advertising. Magazines and some high-end newspaper supplements continue to support branding efforts via glossy, eye-catching print ads that set the stage for consumer desire. That said, social media and ecommerce are influencing luxury

shopping in ways previously unimagined. How has this affected The Wall Street Journal's WSJ. magazine, which is the leader in its category? What is WSJ.'s outlook for the upcoming holiday season? How does seasonality affect WSJ.'s advertising? Are there generational differences in luxury consumption that reflects in advertising? These are some of the issues set for discussion in this fireside chat.

Speakers:

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

Mickey Alam Khan, editor in chief and publisher, Luxury Daily

2:45 p.m. – 3 p.m.

Break

3 p.m. – 3:45 p.m.

China Keynote

Trends in Chinese outbound tourism and shopping

The Chinese consumer was the primary driver of growth for luxury brands and retailers in the past few years before and after the Great Recession. While some of that spending has slowed due to a government crackdown on ostentation and worries over a slowing economy, the Chinese traveller is still wooed in North America, the European Union and the United Kingdom. This session will focus on trends shaping up this year in Chinese outbound tourism and shopping, developments in social media and influencer marketing in China and how luxury brands and retailers can make their brand more China-ready on a global scale.

Speaker:

Avery Booker, partner, China Luxury Advisors

3:45 p.m. – 4 p.m.

Break

4 p.m.

Raffle for Dom Perignon

4 p.m. – 4:45 p.m.

Key Trends in Luxury Retailing

How will evolving consumer behavior force luxury retailers and marketers to retool their market strategies? How will geopolitical issues affect sales over the holidays and beyond? How should luxury marketers address China, emerging markets, the European Union and the United States distinctly? And what to anticipate in 2016 will be some of the themes discussed in this session.

Panelists:

Courtney MacNeil, director of brand alliances, marketing, and public relations, Spafax

Peter Hubbell, founder/CEO, BoomAgers

Kosha Gada, principal, retail practice, A.T. Kearney

Shamin Abas, president, Shamin Abas Public Relations

Moderator:

Matthew Bishop, globalization editor, The Economist

4:45 p.m. – 6 p.m.

Networking Cocktails

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Hotels in the vicinity of the conference venue

[The Hilton New York](#)

1335 Avenue of the Americas, New York, NY 10019; tel: 212-586-7000

[Please click here for the Web site](#)

[The Palace Hotel](#)

455 Madison Avenue, New York, NY 10022; tel: 212-888-7000

[Please click here for the Web site](#)

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40 West 40th Street, New York, NY 10018; tel: 212-869-4446

[Please click here for the Web site](#)

[New York Marriott Marquis](#)

1535 Broadway, New York, NY 10036; tel: 212-398-1900

[Please click here for the Web site](#)

[Sheraton Times Square](#)

811 Seventh Avenue, New York, NY 10019; tel: 212-581-1000

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Agenda is subject to change

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