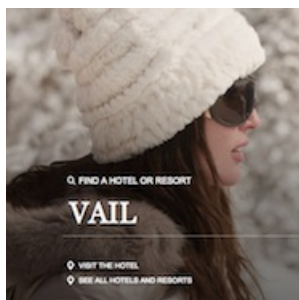


COLUMNS

## Announcing Luxury FirstLook: Strategy 2016 New York Jan. 20

December 9, 2015



*Uphill for luxury?*

By A LUXURY DAILY COLUMNIST

Please [click here](#) to register for 4th annual Luxury FirstLook: Strategy 2016 in New York on Wednesday, Jan. 20

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Join senior executives and decision-makers at the 4th annual Luxury FirstLook: Strategy 2016, the nation's premier conference organized by *Luxury Daily* discussing luxury advertising, marketing, retail, media, Internet and mobile issues and opportunities expected in 2016. Speakers from the Boston Consulting Group, Four Seasons Hotels & Resorts, Breguet, Luxury Institute, Shullman Research Center, Kantar Media Ad Intelligence, Travel + Leisure, Modern Luxury, Neuhouse, Base New York, KBS, Lloyd&Co., Matouk, Fluid Inc., iProspect, Monaco Lange, EnviroSell, Engel & Volkers North America, Bloomberg Pursuits and Driscoll Advisors

Focus: What luxury marketers can expect in a market, while showing strong pockets of growth, is rife with uncertainty in 2016 and what it means for luxury retailers, luxury brands, ad agencies, publishers, market researchers, technology platforms and service providers

Why you should attend: Hear a cross-section of the nation's leading experts discuss strategy, tactics, execution, results and analysis for gaining or maintaining market share in a rapidly evolving luxury market where the consumer is leading the change as much as brands. Also network with fellow attendees who are senior executives and decision-makers at leading marketers in this 11-hour serious transfer of knowledge



*Airing clean linen*

One more reason why you should attend: It is not the same carousel of speakers or vendor-led discussions that go under the guise of pay-for-play conferences. This is serious strategic thinking and execution at work always a hallmark of a Luxury Daily event

Venue: 10 on the Park at Time Warner Center, 60 Columbus Circle, 10th floor, New York, NY 10019 (entrance is on 60th Street across from Columbus Circle, between Equinox gym and the Mandarin Oriental Hotel)

Price: Only \$695, which includes breakfast, lunch and cocktails

Sponsorship: For lunch roundtables and keynotes, tables, breakfast, cocktails and other sponsorships, please email [ads@napean.com](mailto:ads@napean.com)

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## AGENDA

### Luxury FirstLook: Strategy 2016

New York

Jan. 20, 2016

7:30 a.m. 8:45 a.m.

Breakfast and Registration

8:45 a.m.

Welcome Remarks

Mickey Alam Khan, editor in chief, Luxury Daily

Milton Pedraza, CEO, The Luxury Institute and Master of Ceremonies

9 a.m.

Opening Keynote

Selected Key Trends In the Luxury Industry In 2016

Boston Consulting Group has a finger on the pulse of luxury given that it works with the world's leading luxury brands and retailers, advising them on strategy, tactics and execution. The world of luxury is set to undergo several changes in 2016, forcing marketers to rethink marketing, retailing, media, Internet and mobile approaches. This talk will specifically focus on four key trends:

A changing world: New growth drivers in the luxury industry

Intro values such as quality, craftsmanship and exclusivity continue to roar as consumers increasingly looking for experiences

Word of mouth increasingly a driver of purchase decisions

Winning in the rising digital world

Speaker:

Luke Pototschnik, partner and managing director, Boston Consulting Group

9:30 a.m.

Keynote TBD

10 a.m.

How Luxury Brands and Retailers Should Consider Reaching and Communicating with Luxury Buyers in 2016

As the United States economy continues to expand ever so slowly, how much has that ongoing expansion increased the size of the U.S. luxury markets such as the prospects for designer apparel and accessories, premium cosmetics and fragrances, luxury automobiles, luxury travel and luxury home goods? Plus, with the ever-growing number of advertising and communication mediums and channels now reaching the luxury consumer, which channels make the most sense for luxury marketers to communicate with these luxury shoppers? These and other critical questions will be answered from the consumer's perspective as the Shullman Research Center presents its in-depth analysis of what luxury buyers are now buying and the most effective ways to reach this valuable audience.

Speaker

Bob Shullman, founder/CEO, The Shullman Research Center

10:30 a.m.

Break

11 a.m.

2015 Holiday Advertising Wrap-Up: The Luxury Market

Media advertising was an important marketing channel for luxury brands during the just-completed holiday shopping season. What strategies and tactics did luxury marketers use to break through the competitive noise and connect with their targeted audience? What can be learned from their approaches? Drawing on its comprehensive ad monitoring database, Kantar Media has examined luxury brands and will share insights on holiday campaign ad spending levels, budget allocations across media platforms, digital media initiatives, timing of ad spend during the period, ad message content and more.

Speaker:

Jon Swallen, chief research officer, Kantar Media Ad Intelligence

11:30 a.m.

Going Beyond the Product: Creating Physical Experiences for Luxury Consumers

The way to reach luxury consumers is not just through their shopping habits, but also through the elegant and tangible elements of their environment. How can brands use smart design and user experience to lure luxury consumers back to the exclusivity of white-glove services that are only offered in exclusive memberships and high-end bricks-and-mortar stores? Hear from branding and design leaders on how to create and position a state of mind and experience that goes beyond the price point of upscale products and instead focuses on physical spaces and tangible experiences that exude affluence.

Panelists:

James O'Reilly, partner, Neuhouse

Geoff Cook, founder/partner of Base New York

Matt Powell, Co-president, KBS

Neil Powell, designer, Smart Space

Noon

The New Travel + Leisure: Aligning Platforms to Audience Behavior

One of the leading travel publications nationwide, Travel + Leisure is part of the Time Inc. family of magazines that is straddling both the print and digital worlds. The evolution of this brand mirrors the changing reading habits of consumers. This session will discuss the magazine brand's approach to:

Print versus digital versus social

Defining the brand for cross-platform publishing, growing digital and engaging via new products

Destination guides

Video: Serving the audience in new ways

Utilities

Commerce

State of the market: The affluent and travel spending; the Travel + Leisure audience and the year ahead; emerging destinations; and luxury travel trends

Speaker:

Nathan Lump, editor in chief, Travel + Leisure

12:30 p.m. 1:30 p.m.

Sponsored Lunch Break

1:30 p.m.

#### Four Seasons: How Luxury Brands Should Focus on the New Principles of Content Marketing

The Four Seasons hotels chain is the byword in luxury hospitality, with a sharp emphasis on customer service. Part of that mission is to involve its customers to share via content their experiences across properties that intersect with life's key moments. This session will shed insights on the next evolution of content marketing for luxury brands, with a specific focus on user-generated content and the power of harnessing consumer content to drive brand leadership. The Four Seasons has long advocated that luxury brands should become publishers. The next step in that process is to understand how the consumer fits into content creation, both from a creation and an engagement perspective. In essence, what are the new principles of content marketing and how should luxury brands be thinking about that as they look forward to the year ahead.

Speaker:

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

2 p.m.

#### A Customer Journey Through the Sense of Smell

There is nothing more personal than one's choice of scent, which makes it even more imperative for fragrances to differentiate themselves when positioned directly next to their competitors in-store. The journey a consumer takes surely does not begin and end with a woman spraying shoppers along the beauty counter. How can you market and sustain a sensory experience for a fragrance brand across all channels to ensure continuity from packing to print? This session will focus on the strategy behind the marketing of luxury fragrances for today's modern consumer and how the speakers partnered to remaster the iconic Norell fragrance.

Speakers:

Jodi Sweetbaum, president and managing director, Lloyd&Co

2:30 p.m.

#### Breguet: State of the Luxury Watches Market and Outlook for the Year Ahead

Speaker:

Mike Nelson, president, Breguet

3 p.m.

Break

3:30 p.m.

#### Modern Luxury, Modern Marketing: A Localized Approach to Connecting with the Luxury Consumer

Media houses continue to struggle to find their footing in the modern marketing landscape. One of the few publishers that has maintained continued growth and success despite these changes is Modern Luxury, the country's largest local luxury media company. With the recent launch of its 67th title (Silicon Valley) and significant year-over-year revenue growth, Modern Luxury has separated from the pack with a unique strategy of building community with highly engaged, high-net-worth individuals in key markets across the United States. Modern Luxury's presentation will highlight the publisher's unique approach, specifically the importance of experiential marketing and of targeted engagement specific to each market. Other highlights include:

Geographical and regional nuances to approaching luxury: How the definition of "luxury" differs not only from state-to-state but from city-to-city, even just within miles (e.g. Silicon Valley vs. San Francisco, Manhattan vs. The Hamptons, Los Angeles vs. Orange County)

Regional luxury trends and insights, taken from Modern Luxury's own survey of its readers in each of their markets;

Learn the cultural habits of these luxury consumers city by city: shopping patterns, attitudes towards brands and experiential programming and more (e.g. Resort towns are often a missed opportunity for beauty brands as purchase intent in those pockets scores off the charts or did you know that Houston in-store events see a bump in sales from attendees after the event? The culture there is one of discreet spending as opposed to conspicuous consumption)

Modern Luxury's view on the year ahead and strategies on how to continue to engage with local luxury consumers

Speaker:

Marcy Bloom, senior vice president and group publisher, Modern Luxury

4 p.m.

Personalizing Luxury Household Goods Through Technology

The benefit of in-store shopping for household goods such as bedding and furniture is that it enables one to visualize how the product would look in one's own home. But with 98 percent of affluent consumers using the Internet on a daily basis, it is imperative that luxury home-good makers explore ways to digitally engage with consumers to ensure that they are staying relevant. Attendees will learn how the speakers partnered to create uMatouk. The tool allows both retailers and consumers to mix and match bedding to create their own combinations that appear on a photorealistic 3D bed. The speakers to how the tool's success has led to increased traffic back to Matouk's site and why digital personalization tools should be an essential marketing tactic for luxury brands across categories.

Speakers:

Stuart Kiely, senior director of technology and marketing, Matouk

Chris Haines, director of strategy, Fluid Inc.

4 p.m.

Raffe for Dom Perignon

4:45 p.m.

Closing Panel

Outlook 2016: Key Luxury Marketing, Retail, Media and Digital Trends and What's Next

Traditional luxury brands enter 2016 having had a mixed reception in the preceding year. While many marketers retained or grew market share, a few including department store chains had to resort to extensive discounts to retain footfall. The trend of brands opening more stores slowed, even as China and emerging market sales slackened while the United States held up. It is also obvious that the Internet and mobile have influenced shopper behavior. Among other issues, this panel will dissect:

Holiday 2015 recap

Outlook for the economy in 2016: What luxury marketers should anticipate

U.S. and international markets: Where does growth lie

Digital and the integration of online and mobile marketing and commerce with stores

Theme for the year ahead

Speakers:

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

Greg Monaco, founding partner, Monaco Lange

Gustavo Gomez, director of research and methodology, EnviroSell

Anthony Hitt, CEO, Engel & Volkers North America

Chris Rovzar, digital head, Bloomberg Pursuits

Panelist:

Marie Driscoll, CEO and chief consultant, Driscoll Advisors

Closing Remarks

Milton Pedraza, CEO, The Luxury Institute, and Master of Ceremonies

Mickey Alam Khan, editor in chief, Luxury Daily

5:30 p.m. 6:30 p.m.

## Luxury Women to Watch 2016 Cocktails Celebration

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

### [Mandarin Oriental New York](#)

80 Columbus Park at 60<sup>th</sup> Street, New York, NY 10023; tel: 212-805-8800

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

### Trump Hotel Central Park

One Central Park West, New York, NY, 10023; tel: 212-299-1000

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

### Hudson New York

356 W 58<sup>th</sup> Street, New York, NY 10019; tel: 212-554-6000

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

### JW Marriot Essex House New York

160 Central Park South, New York, NY 10019; tel: 212-247-0300

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

### 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](#)

### The Bryant Park Hotel

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

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

### New York Marriot 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 subject to change. Refunds will not be given after 12:01 a.m. on Monday, Jan. 18, 2016*