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Photos from Cond Nast International Luxury Conference 2016

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Dongdaemun Design Plaza, Seoul

By JEN KING

SEOUL, South Korea Cond Nast International narrowed its lens for the second annual Luxury Conference, concentrating 2016's event on South Korea and its neighbors, China and Japan.

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Held in Seoul, South Korea April 20-21, "Future Luxury" was led by International Vogue's Suzy Menkes, who along with luxury business and creative leaders explored the opportunities of the world's most interesting and dynamic markets. In partnership with Place Vendôme and Swarovski, sessions touched on South Korea's penchant for technology, its youthful population, strong beauty market and sensational pop culture ([see story](#)).

Supported by the City of Seoul, the two-day conference brought together nearly 500 attendees from more than 30 countries to discuss commercial opportunities, explore sources of fresh inspiration and examine how Northeast Asia is becoming the future of the luxury industry.

Below are photos from the event:

Day 1:

Cocktail reception on April 19 at The Shilla Hotel Seoul's Yeong Bin Gwan, a Korean-style banquet annex.



Vogue International editor and conference host, Suzy Menkes



Guests at the Yeong Bin Gwan during mayor of Seoul, Park Won-Soon's welcome address



Diageo's Johnnie Walker served as the events drinks sponsor

Day 2:

Conference sessions April 20-21 were held at The Shilla Hotel Seoul's ballroom



Suzy Menkes taking a selfie with Balmain's Olivier Rousteing and Instagram's Eva Chen



Angelica Cheung, editor in chief of Vogue China



Suzy Menkes addressing delegates



Attendees listening to sessions on Day 1



Conde Nast International titles were presented in pop-up newsstand during the conference



Delegates enjoying lunch outside the Yeong Bin Gwan

After sessions wrapped on April 20, guests were invited to the Dongdaemun Design Plaza, designed by the late architect Zaha Hadid. The cocktail reception party was hosted by Cond Nast International and Place Vendme Qatar.



The Suzy Menkes avatar entering the cocktail party



Attendees mingling and enjoy Asian cuisine and Diageo cocktails



Selection of Diageo cocktails available at the DDP cocktail reception



Market style food stalls at the cocktail reception



Guests enjoying small bites served at the Korean food station

Day 3:

The final day of the conference was held April 21 at the Shilla Hotel, Seoul.



Suzy Menkes during a session on the final day of the conference



Suzy Menkes in conversation and trying on hats with milliner Stephen Jones



Attendees during sessions on Day 3



Jonathan Newhouse, chairman and chief executive of Cond Nast International thanking delegates and closing out the Luxury Conference 2016.



On Day 3, it was announced that the third annual Cond Nast International Luxury Conference will be held in Muscat, Oman on April 5-6, 2017. The 2017 edition will revolve around the Middle East, with focus on how the market is the 21st century's "silk road."

**All photography of the Future Luxury conference was provided, with courtesy, by Cond Nast International.*

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