

LUXURY FIRSTLOOK

## Announcing Luxury FirstLook 2017: Time for Luxury 2.0

October 5, 2016



*Chanel show in Cuba*

By STAFF REPORTS

[Please click here to register for the 5th annual Luxury FirstLook 2017: Time for Luxury 2.0 conference in New York on Wednesday, Jan. 18, 2017](#)

Join senior executives and decision-makers at the 5th annual Luxury FirstLook 2017: Time for Luxury 2.0, the nation's premier conference organized by *Luxury Daily* discussing luxury business issues covering advertising, marketing, retail, media, Internet, social, mobile and geopolitics opportunities and challenges expected in 2017.

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Speakers from De Beers' Forevermark, Four Seasons New York, Peninsula Hotels, A.T, Kearney, New York Times' T Brand Studio, Microsoft Canada, Kantar Millward Brown, The Luxury Marketing Institute, Giant Step, CreativeFeed, Unity Marketing, Positive Luxury, The Shullman Research Center, Media Radar, JGA, Sedhom Law Group, Spark Ideas, CreativeDrive, New York University, Safilo, Driscoll Advisors and Shamin Abas PR. AGENDA BELOW

Focus: What luxury marketers can expect in a market roiled with rapid change spurred by technology, changing consumer consumption habits from acquisition to experiential, geopolitical turmoil, emerging market slowdown, currency fluctuations and an overstored environment ill-equipped to deal with ecommerce and mobile. What it calls for is Luxury 2.0 - call it reset, pivot, evolution, whatever, but change is needed to better understand and anticipate the 21st-century consumer mindset

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 day-long serious transfer of knowledge

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 2017: Time for Luxury 2.0](#)

New York

Jan. 18, 2017

7:30 a.m. - 8:15 a.m.

Breakfast and Registration

8:15 a.m.

Welcome Remarks

Mickey Alam Khan, editor in chief, Luxury Daily

Emcee: Milton Pedraza, CEO, The Luxury Institute

8:30 a.m.

Luxury Market Outlook 2017: Disruption, Change and Reinvention

Why should disruption surprise any of us? Why does the rapid rate of business change, which seems to have gone from fast to supersonic in the past decade, bewilder and confuse us? The cliché explanation is this is the new normal,' but these are merely the symptoms of the change, the effects, not the cause. To develop meaningful and effective strategies to deal with these changes, rather than just copy the disrupters' tactics, luxury brands need to understand the underlying cause the shifting priorities, needs and expectations brought about by the evolving luxury consumer market and new generational demographics. It is an understanding that heritage brands such as Lincoln, Tag Heuer and Saint Laurent Paris demonstrate, as well as disruptive brands including Everlane, Shinola and Blue Nile are exploiting. The answer to disruption and change in the luxury consumer market must be to reinvent the luxury brand experience for today and tomorrow's luxury consumer. This session will focus on the new luxury consumer dynamics and how brands must respond proactively to meet them.

Speaker:

Pam Danziger, president of Unity Marketing and author of "What Do HENRYs Want?"

9 a.m.

Postcards from the Future: 2017 Retail Trends

The lines between the in-store and online experience are rapidly blurring. Luxury retailers may have an exclusive clientele, but they share many of the industry's challenges when it comes to creating a rich omnichannel presence and a compelling customer experience. Today's technologies are progressing at an exponential rate with consumers' expectations keeping a close pace. Where some of the latest shopping trends are heading and how they will affect the retail scene in 2017 are some of the key areas under discussion, including:

- Mixed reality will take brands places they have never imagined
- In-store digital (phygital) will engage the customer in a full omnichannel experience
- The collision of wearable technology and fashion

Speaker:

Dave Rodgerson, retail industry lead, [Microsoft Canada](#)

9:30 a.m.

## Fireside Chat

### Talent Challenges: Finding and Grooming the Next Generation of Luxury Marketers

Talent has been harder to secure in the luxury space as younger generations forgo learning traditional craftsmanship. Hospitality has been hit especially hard as it has become difficult for hotel groups to hire and retain dedicated staff members. How has the Four Season New York one of the New York's most prestigious hotels dealt with this industry reality with which other luxury brands and retailers can identify?

Speaker:

Mehdi Eftekari, general manager of Four Seasons New York

Interviewer:

Mickey Alam Khan, editor in chief, Luxury Daily

10 a.m.

Break

10:30 a.m.

### Amazon and Other Key Issues Roiling Luxury

With the 2016 U.S. presidential election decided in November, the luxury marketplace will continue to encounter disruptive changes that should encourage marketers to rethink their marketing, distribution and communications approaches. This talk will specifically focus on:

- How luxury buyers are now describing luxury
- How luxury shoppers are now shopping
- How luxury shoppers are now receiving their luxury advertising and messages
- Amazon and the luxury shopper

Speaker:

Bob Shullman, founder/CEO, The Shullman Research Center

11 a.m.

### Millennials: Influencing Purpose, Prestige and the New Luxury

Millennial consumers will increasingly transform luxury with their connected life, Internet of Things (IoT) and the functional and purposeful role of purchases. In effect, they are moving on from purely artifact or object to a more lifestyle, functional and integrated role for purchases. They are open to tapping rent-or-share luxury or non-functional luxury, while being motivated to own luxury products that increasingly include segments such as electronics, sport and "experience" and to "invest" in those purchases. Luxury that is purely about artifice will find it increasingly challenging to attract the millennials' investment without a stronger purpose, function and feature.

Speaker:

Ken Nisch, chairman, JGA

11:30 a.m.

### Sustainability is the New Black: Consumers Expect Ethical Transparency

Today's consumers expect transparency among brands, especially high-profile luxury houses. In the case of DeBeers' Forevermark, sourcing diamonds responsibly means that, throughout their journey from rough to polished diamond, particular care has been taken to ensure responsible business practices, support the advancement of women and protect the natural world, which is the ultimate source of its diamonds. This talk will speak to ethical business practices in the luxury sector, why brands must embrace the trend and the importance of sustainability. Brands with ethical practices are also becoming increasingly attractive to investors.

Speakers:

Diana Verde Nieto, cofounder, Positive Luxury

Richard Stanley, U.S. president, De Beers' Forevermark

Noon

Break

12:30 p.m.

Experiential Event Marketing: Going from Hope to Bespoke

Experiential marketing will be critical for engaging the ultra-high-net-worth (UHNW) luxury consumer. The ultra-affluent are impervious to traditional forms of media and advertising. Most of them are bombarded by copious invitations to exclusive events claiming to provide experiences they cannot buy. Yet it remains one of the most difficult endeavors to getting these individuals in the room. Also, most brands make the same mistake in answering the siren call of trying to engage these luxury consumers "out there" starting from the outside-in approach. Most brands spend enormous amounts of time, resources and investment in "hope marketing" campaigns that revolve around the same playbook for marketing events: invite their top clients to their wine and music event, hope they bring their friends and hope that their friends are potential clients and hope they have a way to engage them at the event as well as a way to follow up. But there is a better way: switching from hope marketing to bespoke marketing, as this panel will show. Panelists will discuss best practice for curating events geared toward ultra-high-net-worth individuals.

Speakers:

Shamin Abas, president, Shamin Abas PR

Quintessentially U.S.

David Friedman, former president, Wealth-X

Arthur Ceria, CEO, CreativeDrive

Maurice Bernstein, CEO, **Giant Step**

Moderator:

Marie Driscoll, principal, Driscoll Advisors

1 p.m.

Lunch

1:30 p.m.

Sponsored Lunch Keynote: Spotlight Cinema Networks

2 p.m.

Peninsula Hotels: Hospitality Transformed in the Age of Airbnb

2:30 p.m.

Native Advertising: Media's Savior?

With ad-blockers and consumers' advertising fatigue on the rise, marketers have had to adapt to changing mindsets. This has given rise to native advertising sponsored content that looks like editorial and helped publishers regain significant ad dollars. More publishers have launched their own in-house content marketing agencies to better serve advertisers to make up for shortfalls in print. In the first half of 2016, the number of fashion advertisers buying native was up 67 percent compared to the same period last year, from 55 to 92. The discussion will zero in on native content insights and how publishers can benefit from native advertising, whether it be written, video or virtual reality, renewal rate analysis, scale of native buys versus over display campaigns, creative, programmatic, cross-platform campaigns and what else a fashion advertiser buys with native.

Speakers:

Todd Krizelman, CEO, Media Radar

Tracy Doyle, creative director for fashion and luxury, The New York Times' T Brand Studio

3 p.m.

### Embracing Mobile and Social Commerce in Luxury

Mobile and social commerce have upset the status quo in luxury, even questioning the very foundation of show-and-tell: the fashion show and fashion weeks. But they have also enabled concepts such as see-now, buy-now, exclusive online capsule collections, social buy buttons and social media to drive commerce. This session will showcase:

- Insights into planning, creating and managing big content for 21st century commerce, particularly across social and mobile
- Demonstration of the most effective content practices for social and mobile channels citing examples and case studies, including Karl Lagerfeld's Chanel 2016 Resort Collection Show in Cuba where the show, fashion media and social and digital worked seamlessly together, digital native Net-A-Porter and even Whole Foods
- Highlights of the most up-to-date science concerning the creation and distribution of engaging content for marketers

Speakers:

Paul Price, CEO, CreativeDrive

Malinda Sanna, founder/CEO, Spark Ideas

3:30 p.m.

Break

4 p.m.

### Legal Musings

#### IP Protection and Counterfeiting: Getting Real

Staying ahead of counterfeiters has always been problematic for luxury brands. But as technology has advanced, the use of RFID chips and other methods have helped luxury houses to better safeguard their intellectual property and signature designs. Online marketplaces such as Amazon and China's Alibaba have also posed problems in regulating the sale of fakes. IP protection will be discussed in this session in relation to combating counterfeiters.

Speaker:

Rania Sedhom, managing partner, at Sedhom Law Group

#### Leadership Moves and Mergers & Acquisitions: Communicating Through Change

With so many changes occurring in the luxury markets brands being bought or merged and leadership switches at the creative director and CEO levels there needs to be an increased focus on communication to all audiences, especially within the organization and to a company's brand ambassadors. This session will discuss how employees react to change, as well as how to communicate developments internally and externally in a 24/7 news cycle.

Speaker:

Cheryl Dixon, adjunct professor for communications, New York University, and luxury marketing and communications strategist

#### Licensing: How Much to Expand and Stretch the Brand

Speaker:

Luisa Delgado, CEO, Safilo Group

5 p.m.

#### Geopolitical Turmoil: How Luxury Brands and Retailers Should Navigate 2017

A perfect storm is about to brew for business across all sectors. Unlike the brief dip experienced in the Great Recession, the luxury business this time round is caught in a different embrace: turbulent emerging markets that were a reliable source of demand now on shaky legs, slowing China, truculent Russia, technology and digital media

that upends the retail store business where luxury is best experienced and the changed expectations of younger generations. This session will focus on that as well as how geopolitical instability affects luxury travel, retail and real estate.

Speaker:

Hana Ben-Shabat, partner consumer goods and retail practice, A. T. Kearney

Raffle for Dom Perignon

5:30 p.m.

Lessons Learned from the World's Most Valuable Luxury Brands

Who are the world's most valuable luxury brands? What are the drivers behind their value growth over the past 10 years? How have global luxury consumers' attitudes, behavior and shopping habits changed? What is happening in the fast-growing new luxury markets? What are the branding-building action points in the future? The presentation will cover the key findings from BrandZ Top 10 Most Valuable Luxury Brands over the past 10 years, reveal the global trends in luxury, uncover the drivers behind the luxury brand's value growth and the important brand-building implications for the next decade. The insights are drawn from the BrandZ database including information from more than 2 million consumers in 50 country markets.

Speaker:

Doreen Wang, global head of BrandZ, WPP's Kantar Millward Brown

6 p.m.

Closing Remarks

Emcee: Milton Pedraza, CEO, The Luxury Marketing Institute

Mickey Alam Khan, editor in chief, Luxury Daily

Sponsored Cocktails Celebration

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*Chanel 2016 Resort Collection in Cuba*

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 Marriott Essex House New York

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

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

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New York Marriott Marquis

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

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Sheraton Times Square

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*Agenda subject to change. Refunds will not be given after 12:01 a.m. on Monday, Jan. 16, 2017*

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