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STRATEGY

Register now for the Women in Luxury conference, New York, Tuesday, Sept. 26

September 14, 2017

Bullish on women power. Image credit: Swoonery

By STAFF REPORTS

Please click here to register for the Women in Luxury conference in New York on Tuesday, Sept. 26

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Join senior executives and decision-makers at Women in Luxury, a new conference hosted Tuesday, Sept. 26 in New York by *Luxury Daily*. The daylong event will highlight the role of women and the opportunities and issues for them in the luxury business as it evolves from a more male-centric, bricks-and-mortar-led world to a digital-influenced market where women play a more active role from creative, craftsmanship and retail to strategy, marketing and sales.

Held at Swiss bank UBS' U.S. headquarters in Midtown Manhattan, Women in Luxury will also honor *Luxury Daily's* Luxury Women to Watch 2018, a roster of honorees who are expected to make a major difference in the luxury business in the year ahead.

Topics under discussion include wealth management for high-net-worth consumers, women in watches, jewelry and automotive, how the future of retail is women, women in male-dominated fields, diversity initiatives, attracting women to careers in luxury and best-practice tips for marketing to well-heeled professional women. The speaker list comprises senior executives from luxury brands, agencies, financial services, real estate, market researchers, consultancies, social media and publishers.

Venue is UBS Building, 1285 Avenue of the Americas, 14th Floor, New York, NY 10019. The conference is priced at $695 and includes breakfast, lunch and snacks throughout, with plenty of networking opportunities. Please email ads@napean.com for breakfast, lunch and seat-drop sponsorships.

Agenda is below.

Please click here to register for the Women in Luxury conference in New York on Tuesday, Sept. 26

A Valentine to women? Image credit: Swoonery

AGENDA

Women in Luxury conference

A Luxury Daily event focused on the role of women in the luxury business

Tuesday, Sept. 26, 2017

Venue: UBS Building, 1285 Avenue of the Americas, 14th Floor, New York, NY 10019

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

Breakfast and Registration

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

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

8:45 a.m. 9:30 a.m.

Women and Wealth: Trends and Opportunities for Managing Wealth
The leader of the diversity network at UBS Financial Services will discuss her path at the Swiss bank creating diversity and opportunities for others. Session highlights include wealth management trends and opportunities and addressing the evolving needs of clients, especially those of women. Also introduced will be a strategy and holistic framework for investing, now and for future generations of women. Key areas of coverage include:

UBS wealth management global footprint

Changing wealth management industry and opportunity

Overview of UBS Wealth Management Americas

What is wealth management? How UBS works with clients to address their needs

The 5Qs: 5-Question Framework

The 3Ls: Liquidity, Longevity and Legacy

Speaker:

Julie Fox, national sales manager and co-chair of All Bar None, UBS Financial Services

9:30 a.m. 9:45 a.m.

Break

9:45 a.m. 10:30 a.m.

Watch Out: Women See New Opportunity in Male-Oriented Business
How can women play an active role in a watch business that has been predominantly male for many years and that, for the most part, caters to a male-focused clientele? While women like colorful straps and diamonds, they are also becoming more interested and educated about complicated watches. This education, and a respect for

watchmaking based on craftsmanship, heritage and quality, will have an impact on women entering the luxury watch sector and taking on leadership roles as well.

Speakers:

Sarah Zaouk, director of marketing and communications, Baume et Mercier North America

Sara Orlando, publisher, WatchTime, and Luxury Woman to Watch 2017

Rebecca Fisher, horologist, The RealReal

Sharon Buntain, vice president of sales, Montblanc

Moderator:

Roberta Naas, author and journalist

10:30 a.m. 10:45 a.m.

Break

10:45 a.m. 11:30 a.m.

Driving Seat: Women Take the Wheel in Luxury Automotive
A deep dive into luxury automotive trends with a focus on women. A key highlight will be Lexus' history with the luxury multicultural consumer, accentuating the role of women in that journey with creative examples and competitive activity that other luxury auto brands are undertaking. The session tops off with key giveaways and implications for luxury auto brands targeting women.

Speaker:

Raul Rios, senior director of strategy, Walton Isaacson

11:30 a.m. 11:45 a.m.

Break

11:45 a.m. 12:30 p.m.

The Future of Retail is Female
Like other sectors, luxury is experiencing the customer migration from bricks-and-mortar to ecommerce and mobile. Indeed, the expectation is a uniform shopping experience across all channels, with women leading the drive. On the business side, women are taking retail's current challenges head-on by leveraging technology, customization and other forward-thinking methods to appeal to consumers' evolving expectations.

Speakers:

Jean Z. Poh, founder/CEO, Swoonery, and Luxury Woman to Watch 2017

Rati Levesque, chief merchant, The RealReal, and Luxury Woman to Watch 2015

Jennie Baik, cofounder/CEO, Orchard Mile

Karen Giberson, president, Accessories Council

Moderator:

Marie Driscoll, director for apparel retailers, Creditntell, and principal, Driscoll Advisors

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

Lunch Hour

Roll Call: Honoring *Luxury Daily's* Luxury Women to Watch 2018

Fireside chat

The Business of Modeling: Then and Now
How attitudes to modeling have changed from a few decades ago, and what it means for fashion and luxury. Added bonus chat: Luxury in Africa: Nothing New Under the Sun, being a commentary on how luxury is embedded in African cultures.

Speakers:

Sissi Johnson, brand strategist, academic and contributor to *The Huffington Post*

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

Roundtable Discussions

1:30 p.m. 2:15 p.m.

Female Executives in Male-Dominated Fields
Across industries, female executives are under-represented, and luxury is no exception. Hear from women in luxury automotive, technology and commercial real estate speak about their first-hand experiences in these male-dominated professions.

Speakers:

Melody Lee, director of brand marketing, Cadillac, and Luxury Woman to Watch 2016

Morin Oluwole, head of luxury, Facebook and Instagram

Faith Consolo, chairman of retail real estate group, Douglas Elliman

Amy Romero, chief marketing officer, CreativeDrive

Meg Touborg, president, Metworks, and cofounder, Leaders of Design Council

Moderator:

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

2:15 p.m. 2:30 p.m.

Break

2:30 p.m. 3:15 p.m.

Advancement and Getting More Women Into Executive Roles
Advancement is the biggest obstacle perceived by women in terms of gender diversity. This is in contrast to senior male leaders who tend to think recruitment is the biggest challenge. That said, women are inherently ambitious and keen to advance, whether or not they are parents it is a myth that motherhood impacts ambition. Instead, research finds that company culture is what affects women's desire to advance. This session will focus on the specific interventions that marketers can make to create the right culture and support advancement, which include role modeling at the highest level, structural changes to support flexible working, sponsorship programs and carefully used metrics and targets.

Speaker:

Katie Abouzahr, principal and Global Women@BCG fellow, Boston Consulting Group

3:30 p.m. 4:15 p.m.

Instagram: Working with Luxury Brands

While luxury brands have no shortage of beguiling stories to share with their audiences, these narratives expand beyond polished print and television campaigns. As enthusiastic adopters of technology, the world's most prestigious brands are leveraging Instagram to reach potential audiences through visual storytelling. This session will showcase how luxury brands can use the full creative capabilities of Instagram to offer a glimpse into their brand universe to those most passionate about it. Also discussed will be how Instagram Stories are being used to show spontaneous behind-the- scenes footage, run one-day pre-sales, highlight new products or simply drive brand desire. With a third of the most viewed Stories originating from businesses, Instagram has become an immediate way to discover a world of luxury and bring a brand to life.

Speaker:

Morin Oluwole, head of luxury, Facebook and Instagram

4:15 p.m. 4:30 p.m.

Break

4:30 p.m. - 5:15 p.m.

Women, Power, Sex and Luxury
In the world of luxury branding women possess the power to lure a leader but never the power to be one. For decades, luxury brands have maintained separate dialogues with men and women. The time has come for them to acknowledge that women's ambition, achievement and lust for the spoils of success are no less, and perhaps no different, than those of the men who sit across the boardroom table.

Speaker:

Shireen Jiwan, founder/chief investigator, Sleuth

5:15 p.m. - 5:30 p.m.

5 Key Takeaways from Women in Luxury
Mickey Alam Khan, editor in chief, *Luxury Daily*

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Agenda is subject to change. Refunds will not be given after 12.01 a.m. on Sunday, Sept. 24, 2017

Getting ready for the festive spirit. Image credit: Baume & Mercier

Hotels in the Midtown Manhattan neighborhood:

Mandarin Oriental New York

80 Columbus Park at 60th 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 58th 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

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 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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