

STRATEGY

## Register now: Women in Luxury conference New York, May 9

March 20, 2018



Actor Jessica Chastain modeling Piaget's high jewelry line. Image credit: Piaget

By STAFF REPORTS

[Please click here to register for the Women in Luxury conference in New York on Wednesday, May 9. Limited seats](#)

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State of Luxury 2018 **Save \$246 ▶**

Join senior executives at the second annual Women in Luxury 2018 conference, an event hosted Wednesday, May 9 by *Luxury Daily* that is designed to reflect the expertise and smarts of women leaders in the luxury business.

The theme of this year's event is *Making History with Her Story*.

Speakers at the daylong event include decision-makers at Chanel, Apple, UBS, Bally, BMW, Richemont's Piaget, Tiffany, Kering's Ponant, Dodo, Pomellato and Boucheron brands, Estée Lauder, John Hardy, Links of London and Folli Follie, Boston Consulting Group, Assouline, Wavemaker, Shanker Inc., BPCM, Michael Aram, Quintessentially, Luxury Institute, Luxury Marketing Council, Centaur Media, Sarah Gargano Communications, The Finest Accessories, Natural Source, Sedhom Law Group, SalientMG, North Carolina State University, Villa Viewfort Estate of Anguilla, Driscoll Advisors, Role Models Not Runway Models, FashionMeNot.com, Regal Threads, MarieBelle, Modern Luxury and The CEO Forum.

Topics under discussion include an in-depth look at the state of luxury, role of women consumers in the luxury economy, leadership and career strategy and tips, capturing the attention and wealth of women, respect and dignity in the workplace, entrepreneurs in the business and how they got started and kept going, and career trajectories and snapshots of successful women executives at the leading luxury brands. The agenda is geared to addressing the opportunities and challenges that women executives face in the luxury business, with tips and best practice on how to forge ahead and lead.

Venue is UBS Building, 1285 Avenue of the Americas, 14th Floor, New York, NY 10019. The [conference is priced at only \\$795](#) and includes breakfast, lunch and snacks throughout, with plenty of networking opportunities. Please email [ads@napean.com](mailto:ads@napean.com) for the lunch sponsorship.

Agenda is below.

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## AGENDA

### Women in Luxury 2018 conference

Making History with Her Story

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

Date: Wednesday, May 9, 2018

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

7:30 a.m. – 8:15 a.m.

Breakfast and Registration

8:15 a.m. – 8:30 a.m.

Welcome Address

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

8:30 a.m. – 9 a.m.

State of Luxury 2018

An in-depth look into where the luxury market is heading with data and analysis, and what the numbers mean for luxury brands and retailers.

Christine Barton, senior partner and managing director, Boston Consulting Group

9 a.m. – 9:45 a.m.

View from Top: What Women Executives Really Want

How does the C-Suite view issues such as mentoring, training, promotions, glass ceiling, respect and dignity in the workplace, and discrimination? How are the brands empowering women talent to aspire and aim for the C-suite?

Edie Rodriguez, brand chairman, Kering's Ponant Americas, and corporate special advisor, Ponant

Terri Eagle, CEO, Michael Aram

Laurie Erickson, CEO, The Finest Accessories

Sylvie Beljanski, president/CEO, Natural Source

*Moderator:* Christopher Olshan, CEO, Luxury Marketing Council

9:45 a.m. – 10:30 a.m.

Leadership: What It Takes to Make the Cut – Not Get It

While the luxury business is dominated by women, the top ranks are not. What does it take to rise through the ranks to become the top decision-makers within the organization? How to choose the job that is a best fit? Finding the best environment to foster women's growth is key, as is a culture that allows for natural blossoming of talent and potential.

Annastasia V. Seebohm, global CEO, Quintessentially

Katharina Pesch, executive vice president, Centaur Media

Martin Shanker, CEO, Shanker Inc.

Anne Booth Dayton, former chief operating officer, Christie's Collectrium

*Moderator:* Erin "Mack" McKelvey, founder/CEO, SalientMG

10:30 a.m. – 11 a.m.

Networking Break

11 a.m. – Noon

## Fireside Chats I

### What's Their Story?

How did these executives get their start, navigate their careers and plan for where they want to be? What is their focus at work and the outlook for their sectors?

Winnie Ma, head of high-end development for watches and fine jewelry, Chanel

Missy Pool, head of flagship retail, New York's Madison Avenue, Apple

Kate Alini, product manager for BMW 7 and 8 Series and X7, BMW of North America

Julie Casesa, corporate sales and wholesale business leader, Links of London and Folli Follie

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

Noon – 12:30 p.m.

### Capturing the Wealth and Attention of Women

Women in the United States currently account for \$14 trillion, or 60 percent of personal wealth nationwide. Their total wealth will grow to \$22 trillion by 2020. Factors contributing to this growth include their own income generation as well as transfer of wealth twice – from their parents as well as spouses. Yet not much is being done to cater to the financial needs of women. What is the intersection of financial empowerment and women's empowerment? An asset manager managing billions has some answers.

Alli McCartney, managing director for wealth management, Alignment Partners, UBS Financial Services

12:30 p.m. – 1:15 p.m.

### Sponsored Lunch and Networking Break

1:15 p.m. – 1:45 p.m.

### Who Is the Woman Luxury Consumer?

Digital disruption is the No. 1 worry of all luxury marketers. But the use of technology has been eagerly embraced by consumers who prefer the convenience of online, mobile and social shopping to the detriment of store visits. The growing popularity of online retail platforms such as Net-A-Porter, Farfetch, MatchesFashion, Rent the Runway and Moda Operandi is proof that women are shaping the future of luxury fashion, jewelry and beauty care, if not other sectors. So who is this new convenience-seeking, self-gifting consumer, what does she want and where is she going?

Suzanne Hader, chief marketing officer, John Hardy

Alison Karp, managing director for L'Equipe L'Oreal, Wavemaker

Poupak Sionit, chief marketing officer, Glamsquad

Kristie McGowan, director for global luxury and management, North Carolina State University's Poole College of Management

*Moderator:* Marie Driscoll, principal, Driscoll Advisors

1:45 p.m. – 2:45 p.m.

## Fireside Chats II

### What's Their Story?

How did these executives get their start, navigate their careers and plan for where they want to be? What is their focus at work and the outlook for their sectors?

Claudia Cividino, CEO for Americas, Bally

Yvonne Lynam, president, Piaget North America

Esther Kremer, editor in chief and director of publishing partnerships, Assouline

Nathalie Diamantis, president of jewelry for Americas (Pomellato, Dodo and Boucheron), Kering

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

2:45 p.m. – 3 p.m.

Networking and Refreshment Break

3 p.m. – 3:30 p.m.

Entrepreneurs: Going for It

What does it take to hang your own shingle in luxury? How to break the mold and business model? How to juggle several tasks and jobs? What is the motivating factor?

Carrie Hammer, CEO, Role Models Not Runway Models

Mary Theresa Sciandra, CEO, Regal Threads

Carlotta Harrington, CEO, FashionMeNot.com

Josephine Gumbs-Connor, attorney and owner, JAG Gumbs & Co., and owner, Villa Viewfort Estate of Anguilla

*Moderator:* Sarah Gargano, CEO, Sarah Gargano Communications

3:30 p.m. – 4 p.m.

Conversation

What Were We Thinking?

An intern pitches her supervisor to launch their own agency in the dot-com heyday. No dice. She tries again – and goes and registers the company. Once all in, the two partners set the course for a fashion and luxury agency. The firm now handles marketing strategy, social, public relations and special events, among others, for leading luxury brands across continents. They followed their heart. Best to hear them say it.

Carrie Ellen Phillips, partner, BPCM

Vanessa Weiner von Bismarck, BPCM

4 p.m. – 4:45 p.m.

Luxury Education Foundation Panel

Luxury and Millennials: How They Are Shaping the Landscape

Most luxury brands are consumed with the direction that millennials are taking them. Words tossed around, with some evidence backing the trends, are experience seeking versus possessing and digital natives as opposed to store visitors. Ethical sourcing is a key screener for purchasing. So how do luxury brands get the balance right? Is it a permanent shift with this demographic or simply a life-stage? Do demographics even matter, or should the focus be on mindset?

Monisha Agrawal, senior director of global brand management, Tiffany & Co.

Leila Jalai, vice president of retail planning and replenishment, Estée Lauder

4:45 p.m. – 5:30 p.m.

Trends in Luxury: How Brands and Retailers Should Adapt

The luxury business is not immune to the winds of change buffeting markets worldwide. The rapid adoption of online, mobile and social tools for shopping and buying, fewer store visits, more regulatory compliance on data and marketing, finding, training and retaining talent, and strains of repeatedly upgrading technology are issues that keep marketers awake. How are consumers and technology shaping the future of luxury and what should brands do to stay competitive and relevant?

Maz Zouhairi, former CEO for North America, Lalique

Milton Pedraza, CEO, Luxury Institute

Jennifer Laddy, global corporate sales manager, MarieBelle

Rania Sedhom, founder/principal, Sedhom Law Group

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

Conference wraps

*Luxury Daily reserves the right to alter the agenda or change the venue. Refunds will not be given after 12.01 a.m. on Monday, May 7, 2018*

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Embedded Video: <https://www.youtube.com/embed/LUQHg18U85E>

*#PomellatoForWomen International Women's Day*

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