

MARKETING

Photos from Luxury Marketing Forum 2018

October 8, 2018



Luxury Daily editor in chief Mickey Alam Khan moderates fireside chats with Sue Phillips, Lisa Koenigsberg and Marie Driscoll

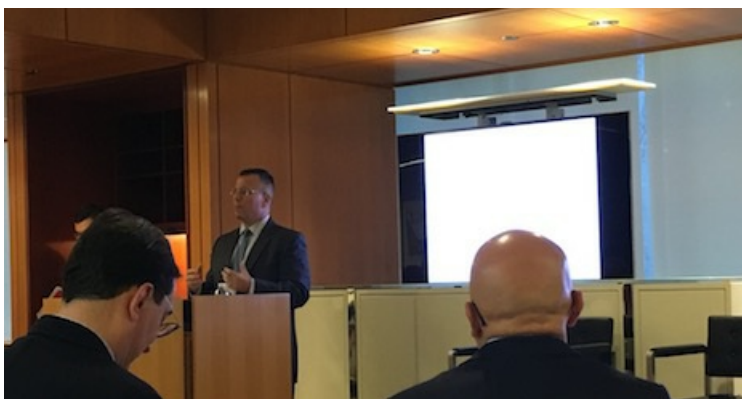
By STAFF REPORTS

On Wednesday, Sept. 26, Luxury Daily held its inaugural Luxury Marketing Forum, focused on the theme *3D: Digital, Dialogue and Data*.

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The day-long conference, organized by *Luxury Daily*, was held at UBS' New York headquarters. During the event, speakers and attendees discussed major themes in luxury marketing today, from engaging Chinese tourists to reaching the evolving affluent consumer.

Here are some of the best photos from Luxury Marketing Forum:



Seth Rutman, vice president for wealth management, JPR Group, UBS Financial Services, gave opening remarks



Robert Samuels, executive director equity sector strategist Americas at the UBS Wealth Management Chief Investment Office, spoke about changes in shopping behavior



Martin Shanker, president of Shanker Inc., explained how sales associates should evolve with consumer changes



From left, BScience's George Pappachen, North Carolina State University's Kristie McGowan and Alberto C. Milani of Berkshire Hathaway's Richline Group and the Italy America Chamber of Commerce, on a panel about data-driven marketing



Bob Shullman moderating the data-driven panel



Ken Nisch, chairman of JGA, presented about in-store experiences



Preeti Pincha, leader-customer strategy at Deloitte Consulting, spoke about the "retail renaissance"



Michael Becker, managing partner of Identity Praxis, pointed to how privacy will soon be a luxury good



Milton Pedraza, CEO of the Luxury Institute, covered some key marketing trends across sectors



Morin Oluwole, head of luxury at Facebook and Instagram, discussed how the social network is responding to consumer behavior



Rania V. Sedhom, managing partner of Sedhom Law Group, addressed the key legal issues facing marketers



Sana Carlton, group senior vice president of Kantar Millward Brown, shared research about the top luxury brands



David Becker, CEO of Attract China, described how brands can reach Chinese travelers

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