

EVENTS/CAUSES

## Italy-America Chamber, Luxury Marketing Council host 2nd Annual Luxury Summit

October 29, 2018



*Last year's Luxury Summit organized by the Italy-America Chamber of Commerce and the Luxury Marketing Council. Image credit: Italy-America Chamber of Commerce*

By STAFF REPORTS

The Italy-America Chamber of Commerce (IACC) and the Luxury Marketing Council Nov. 7 will host their second annual Luxury Summit in New York in partnership with the Boston Consulting Group and Olivier Film Production.

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The **Luxury Summit**, titled "Leveraging Brand Heritage in a Technology-Driven World," is designed to give participants a fresh outlook on trends in luxury retail as well as share best practice and case histories that executives can use to shape marketing strategy.

"There is a need to reinvent the conventional core values of brand heritage in order to create something entirely new. Innovation takes its cues from the preservation of tradition and expresses it with a disruptive language," said Alberto Milani, president of the Italy-America Chamber of Commerce.

The day-long summit features two panel discussions: "Exploring the Increasing Importance of Experience to the Most Sophisticated Buyers of Luxury Products and Services" and "Developing New Customers in a Digital World Emotion, Brand Leverage and Luxury."

BCG partner and managing director Sarah Willersdorf will give a keynote presentation on key trends for the luxury goods industry in 2018, sharing data and insights from the 5th annual BCG and Altagamma survey titled "True-Luxury Global Consumer Insight."

The first panel discussion, moderated by Greg Furman, founder/chairman of the **Luxury Marketing Council**, features Claudia Cividino, CEO for Americas at Bally; Steve DiFillippo, founder/owner of Davios Northern Italian Steakhouse; Annette Green, founder of the Fragrance Foundation; Francois Luiggi, general manager of The Taj Group of Hotels' Pierre hotel in New York; Lauren Marrus, CEO of Dempsey & Carroll; Mauro Porcini, senior vice president and chief design officer of PepsiCo; and Edie Rodriguez, Americas brand chairman and corporate special advisor of Kering's Ponant.

Chris Olshan, CEO of the Luxury Marketing Council, will moderate the second panel discussion who are participants

are Kyle Boots, director of social analytics at Young & Rubicam brand image unit BAV Group; Sandy Edry, global property specialist at Keller Williams/The Edry Team; Greg Fosco, sales manager at Gaggenau; Eleonora Paulsen, president of Gruppo Italia; Ricky Sitomer, CEO of Star Jet International.

Several nationally renowned educational institutions including LIM, North Carolina State, New York University, Kent State, Fordham, Baruch and FIT have already signed up to take part in the program, lending their expertise and perspectives to the day's conversations.

In addition, and for the first time, the partners will provide a live stream of the summit and will also nationally broadcast webinars of each panel as well as the keynote remarks in the three weeks following the event.

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