

LUXURY FIRSTLOOK

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November 13, 2018



New York is the No. 1 luxury market in the world. Join us at *Luxury FirstLook* and help shape luxury in the year ahead

By STAFF REPORTS

[Please click here to register for the Luxury FirstLook 2019: Digital Acceleration conference in New York on Wednesday, Jan. 16 2019](#)

*Luxury Daily returns Jan. 16 with the 7th annual edition of **Luxury FirstLook** in New York, focused on the outlook for the year ahead. The overarching theme of the daylong event is what is upper-most on luxury marketers' minds: digital integration plugging into a seamless omnichannel customer experience. Join us at **Luxury FirstLook 2019: Digital Acceleration** the speaker lineup is nonpareil and spots limited.*

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Topics under discussion include the state of luxury in 2019; digital's impact on advertising, marketing, media and retail; transitioning heritage brands to a new century and new customer; how print media and advertising should adapt and remain relevant; the happy melding of art and online; how the Internet still has its mojo; acquiring and retaining online and mobile customers; luxury property's outlook; and digital advertising's accelerated growth and nab of share from other media.

The program also covers the evolution of affluent consumers' values; what customers want, how and why; which personalities to watch in 2019 who will shape the business; where rental luxury will drag the rest of retail; digital disruptors within luxury; and the correct way to measure customer experience across all channels. The day will be rounded off by best-practice tips from experts on training store associates, go-to-market strategies for new luxury brands, navigating the discount-ridden online retail environment, and how best to crack the United States market for luxury goods and services.

Meet the speakers and network with fellow attendees as well

Offering up their experience and advice are senior-executive speakers from Facebook, Google, Boston Consulting Group, LVMH's Mot Hennessy, Lladro, Hearst's Town&Country magazine, Artsy, Forrester Research, Rmy Martin's Louis XIII, McLaren Automotive, Valmont, Quintessentially, Flont, Armarium, Perrin Paris, Crown & Caliber, Publicis Groupe's Team One, Martini Media, Vibes, Leading Real Estate Companies of the World's Luxury Portfolio, Douglas Elliman Marketing Development, Concierge Auctions, Luxury Institute, Customer Experience Group, Divisa,

Timeless Distributions, Shanker Inc. and Euromonitor International.

Price for the day is only \$795, which includes breakfast, lunch, networking and access to key presentations. Two lucky raffle winners will each get a year's free subscription (value \$349) to *Luxury Daily* be in the room for the draw.

Interested in sponsorships? Contact ads@napean.com for breakfast, lunch keynote and summary sponsorships. Only two high-table spots are left.

Please check out Luxury FirstLook 2019's agenda below:



Blue skies ahead?

AGENDA

Luxury FirstLook 2019: Digital Acceleration

Wednesday, Jan. 16, 2019

A *Luxury Daily* presentation on the outlook for the year ahead for luxury marketers and retailers. This is the 7th annual edition

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)

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

Sponsored Breakfast and Registration

8 a.m.

Opening Remarks

Ripping the Luxury Playbook in Shift to Ecommerce, Mobile and Omnichannel

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

8:15 a.m. 8:45 a.m.

Research Keynote

BCG: The State of Luxury 2019

After heady years of growth, the luxury business is bracing itself for a market requiring more dexterity and flexibility to cope with rapidly evolving shopping behavior and economic and political change. Where is the market moving? Who is buying and how will loyal will they be to channels and brands? What is the outlook for the year ahead?

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

8:45 a.m. 9:15 a.m.

Panel

Digital Takeover: The New Advertising, Marketing, Publishing and Retail Reality

Consumers' overwhelming dependence on online and mobile devices to conduct their work, play and leisure lives has ripped the playbook for luxury marketers. Like mass-market players, luxury brands are coming to grips with a new reality: digital is the lens through which consumers make shopping and buying decisions. For brands, it is

makeover time, or else.

Jake Annear, head of innovation, LVMH's Mot Hennessy USA

Jason Allen, chief marketing officer, Crown & Caliber

Brian Fitzgerald, CEO, Martini Media

Jack Philbin, CEO, Vibes

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

9:15 a.m. 9:35 a.m.

Brand Keynote

Lladro: Porcelain in the 21st Century

How will a storied porcelain maker of figurines craft its next iteration, crack new markets, ink new partnerships and embrace younger affluent consumers?

Sandra Jordan, CEO of the Americas, Lladro

9:35 a.m. 9:40 a.m.

Summary

Key Takeaways from the Previous Sessions

9:40 a.m. 10 a.m.

Networking Break

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

Fireside Chats

Town&Country: Class and Media in the 21st Century

As the leading publication covering the lives and pursuits of Old Money and newly affluent classes, Town&Country has proved its chops over its 172-year-old history. How is this century different from those that preceded, and how have the tastes and lifestyles of the rich and super-rich evolved? What do these changes mean for the brands who serve this market? How is media adapting in coverage as well as advertising, events and commerce?

Jennifer Levene Bruno, vice president/publisher and chief revenue officer, Hearst's *Town&Country*

Artsy: Discovery, Trust and Transparency in Art Transactions Online

Backed by bold-faced names such as Larry Gagosian, Wendi Murdoch, Dasha Zhukova and members of the Rockefeller and Acquavella families, Artsy has become the go-to digital platform for information and sales of art across schools and ages. Galleries, collectors and auctioneers rely on Artsy for the purchase and sale of paintings, sculptures, photographs, prints and film ad video work. How is Artsy working with luxury brands and retailers and art fairs? How has the market changed for both buyer and seller? Are there parallels with other luxury sectors?

Sebastian Cwilich, cofounder and chief operating officer, Artsy

Nina Lawrence, chief revenue officer for content, Artsy

In conversation with Mickey Alam Khan, editor in chief, *Luxury Daily*

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

Keynote

Back to the Future: Why the Web is Still the Next Big Thing

Thirty years ago, the Web was the next big thing, but the vision for a great user experience was ahead of its time. Now the Web feels tired, even somewhat cumbersome. By addressing these problems head-on, users are having a better experience on the open Web. But there is still more work to be done. In a tech climate that is looking towards artificial intelligence and all things mobile, the Internet still remains the gateway to the world economy.

Thao Tran, global product partnerships lead, Google

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

Research Keynote

Forrester: How to Win, Serve and Retain Digitally Savvy Luxury Consumers

Luxury consumers are digitally savvy early adopters with high brand expectations, even more so than mainstream consumers. Despite much activity over the past year, luxury brands still have lots of ground to cover to create the exceptional omnichannel customer experiences that their luxury customers expect. How should luxury brands re-orientate around the customer, over products and channels, to successfully attract serve and retain ever more empowered customers? Other points under discussion are:

How technology is empowering consumers and changing their attitudes and shopping behavior

What luxury brands are doing to chase digitally mature luxury consumers

What luxury brands must do to compete in an omnichannel retail landscape?

Michelle Beeson, retail analyst, Forrester Research

11:30 a.m. 12 noon

Panel

Getting Real: Property Retailing and Sales

Luxury property sales have ridden a wave of stupendous growth over the last few years. New developments with apartments in the eight figures and grand houses fetching prices that stretch the imagination were routine. Now, as stock markets around the world wobble and markets such as China and the European Union post slower growth, the search for international buyers gets more intense. Even getting domestic demand up takes more sweat as properties linger longer on the market. What is going on with the luxury real estate seller and buyer? What is working and what is not? What is in fashion and what is out?

Stephanie Anton, president, Luxury Portfolio International

Laura Brady, CEO, Concierge Auctions

Susan de Frana, president, Douglas Elliman Marketing Development

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

Noon to 12:05 p.m.

Summary

Key Takeaways from the Previous Sessions

12:05 p.m. 1 p.m.

Sponsored Lunch Break

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

Post-Lunch Keynote

Facebook: Digital Advertising Outlook and Trends in the Always-On Era

Facebook and its Instagram and Messenger units are without doubt the leaders in the luxury advertising and social media space, helping brands define their digital identity and posture to customers and prospects. Sitting on valuable data linked to consumer behavior on mobile phones, tablets and PCs via applications and Web sites, Facebook now has the ground-floor view of how advertising and content overtures work for beauty and fashion brands as well as luxury retailers. So what are the trends in social media, content and digital advertising, and what is the outlook for the year ahead? How is Facebook and its family of brands evolving its service to help luxury marketers get closer to their audience?

Karin Tracy, head of industry for beauty, fashion and luxury retail, Facebook, Instagram and Messenger

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

Research Keynote

Team One: Transformation from the Inside Out: Findings from the Global Affluent Tribe Study

How do five key values mobility, success, status, belonging and consumption continue to evolve and what does it

mean for luxury marketers in the year ahead as they grapple with unprecedented change in their sourcing, manufacturing, marketing and drive for exclusivity and authenticity?

Joanna Young, managing director of strategy, Publicis Groupe's Team One

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

What Does Your Customer Want, How and Why?

As millennials enter key earning years, are they turning more into baby boomers and Gen-Xers, or is the drive to experience over possession of luxury goods permanent? Is Gen Z a clone of the millennial demographic? Do demographics even matter anymore? Do sustainability and philanthropy still have their ring of authenticity and pulling power? What will drive consumers to make the buying commitment in key luxury sectors such as apparel and accessories, beauty care, watches and jewelry, spirits, automotive and hospitality?

Valerie Loh, senior vice president, Rmy Martin's Louis XIII

Tony Joseph, president for North America, McLaren Automotive

Cedric Roget, CEO for North America, Valmont

Moderator: Annastasia V. Seebohm, global CEO, Quintessentially

2:30 p.m. 2:35 p.m.

Summary

Key Takeaways from the Previous Sessions

2:35 p.m. 2:55 p.m.

Networking Break

2:55 p.m. 3:15 p.m.

Keynote

3 Personalities Who Will Shape Luxury in 2019

Let us take a punt: Which three executives will shape luxury in the year ahead? How are his or her actions likely to goad others to follow suit? What does this mean for the larger luxury business? Bonus: the one luxury personality who had the most influence in the past year.

Milton Pedraza, CEO, Luxury Institute

3:15 p.m. 3:35 p.m.

Panel

Sharing is Scaring? What the Growth of the Rental Luxury Market Tells Us

Every expert worth their salt has been advising luxury brands to keep their eye on "experience" and the rental trend all supposedly driven by millennials. What is clear, though, is that affluent younger generations may not be into ownership of product at least in certain categories as much as their parents or grandparents. Smart luxury brands have latched on to this sentiment and launched retail brands in fashion apparel and watches and jewelry. What will rental luxury growth's mean for established retail models and brands who thrive on rapid product sales? How are consumers redefining ownership in luxury?

Trisha Gregory, cofounder and CEO, Armarium

Brooke Magnaghi, creative director, Flont

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

3:35 p.m. 4 p.m.

Research Keynote

Euromonitor: Disruptors Within Luxury and the Impact on the Overall Business

Consumer activism and technology-driven behavioral changes are forcing luxury marketers to look anew at sustainable manufacturing, digital marketing, ecommerce and mobile, targeting millennials and Gen Z without alienating baby boomers and Gen X, and the resale and rental markets. How are these factors likely to change their

way of doing business in the year ahead?

Fflur Roberts, head of global luxury goods, Euromonitor International

4 p.m. 4:05 p.m.

Summary

Key Takeaways from the Previous Sessions

4:05 p.m. 4:20 p.m.

Networking Break

4:20 p.m. 4:40 p.m.

Brand Keynote

4:40 p.m. 5 p.m.

Keynote

Measuring Customer Experience Across In-Store, Mobile, Online and on Phone

What is the state of customer experience in key luxury sectors, how has customer behavior caused luxury marketers to adapt, and how customer experience in channels other than store is still work in progress? Also, how and what metrics to use to measure customer experience across different channels and together in a larger omnichannel picture. Finally, three best-practice tips for customer service and its reliable measurement and tracking.

Christophe Cas, CEO, Customer Experience Group

5 p.m. 5:45 p.m.

Best Practice in Luxury for 2019: Experts Share the Secret Sauce in 3 Tips

Training Successful Sales Associates for Luxury Stores

Martin Shanker, CEO, Shanker Inc.

Go-To Market Strategies for New Luxury Brands

Revecka Jallad, managing partner, Divisa

How to Navigate Luxury Retail in a Discount-Driven Online Environment

Olga Pancenko, chief operating officer, Perrin Paris

How to Crack the U.S. Market?

Stephane Barraque, principal managing partner, Timeless Distributions

5:45 p.m. 5:50 p.m.

Summary

Key Takeaways from the Previous Sessions

5:50 p.m. 6 p.m.

Closing Remarks

So Where is Luxury Likely Headed in 2019? Five Takeaways

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

Note: Please check in early for the conference since it starts promptly on time. Also, please carry photo ID and business card for building security and registration requirements. Give yourself 10 minutes for the security checkin and registration process. Please check your carry-on bag and coat in the coat check area adjacent to the conference floor front desk.

Agenda subject to change. Refunds will not be given after 12:01 a.m. on Monday, Jan. 14, 2019

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[Check out photos from Luxury FirstLook 2018](#)

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