

STRATEGY

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

April 11, 2019

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*She knows what she wants: the empowered affluent woman consumer. Shown: Campaign for Chloe fragrances made by Coty under license. Image credit: Chloe*

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By STAFF REPORTS

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

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Join senior executives at the third annual Women in Luxury 2019 conference, an event hosted Thursday, 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 *Empowered Affluence*.

Speakers at the daylong event include decision-makers at Chanel, Ritz-Carlton, Apple, Coty, Forrester, Facebook/Instagram, UBS, Quintessentially, Robb Report's Muse, Unity Marketing, Ipsos Affluent Intelligence, Crown & Caliber, YouGov, Kathryn Sargent, Roar Africa, Nouvel Heritage, MM Luxe Consulting, The Private Suite, ReVive Skincare, One Ocean Beauty, MiaDonna and Coresight Research.

Topics under discussion include an indepth examination of the emerging women HENRY demographic, marketing to the affluent woman consumer, digital outreach beyond the physical experience, what it takes to run a flagship store, what drives female founders to hang their own shingle, value-based dialogue, remaking brand experience and loyalty in the retail context, evolution of luxury and self, data behind successful marketing strategies, evolution of women's media, leading in social media, eyeing the plus-size market opportunity, building a modern beauty brand and how ethics are increasingly playing a key role in the purchasing process.

Venue is UBS Building, 1285 Avenue of the Americas, 14th Floor, New York, NY 10019. Venue courtesy UBS. 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 2019 conference *Empowered Affluence*

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

Date: Thursday, May 9, 2018

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

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

## Breakfast and Registration

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

### Welcome Address

#### Empowered Affluence: What it Means for Luxury

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

Seth Rutman, vice president for wealth management, JPR Group, UBS International

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

### Opening Keynote

#### Meet America's Most Powerful Consumer: Her Name is HENRY

The most powerful and empowered income segment currently are those consumers in the \$100,000 to \$250,000 range, which represents about 25 percent of the nation's 130 million households. This group is called the HENRYs high-earners-not-rich-yet. They make only about one-fourth of all U.S. households, but account for some 40 percent of all U.S. consumer spending \$3 trillion. If women control 80 percent of U.S. household purse strings and HENRYs command 40 percent of all dollars spent in the economy, then HENRY women currently represent the single most important consumer segment in the economy, accounting for \$2.4 trillion in spending power. By contrast ultra-affluent women household income of \$250,000 and up collectively have only about \$600 billion in spending power. This session will reveal what HENRY women demand and desire as luxury consumers, with a special emphasis on the young millennial women in that segment defined by gender and income.

Pamela N. Danziger, president, Unity Marketing

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

#### Marketing to the Affluent Woman Consumer

Straight-up marketing will not just do to attract the affluent woman consumer to spend more with a luxury brand or experience, or even give it a shot. As Instagram, Facebook and influencer marketing supplant the clout of print advertising and content, luxury brands are forced to deal with a new reality: the old media-buy model is dying. So what type of advertising, marketing, communications and content appeals to the hyper-connected and superbly informed affluent woman consumer?

Patricia Clark, senior vice president for affluent syndication, Ipsos Affluent Intelligence

Rachel Butler, content manager, Crown & Caliber

Cheryl Dixon, vice president of communications and PR, Coty, and adjunct professor, Columbia University

Cara David, managing partner, YouGov

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

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

### Takeaways and Networking Break

9:45 a.m. 10:15 a.m.

### Fireside chats

#### **Decision-Making at the High End**

Emilie de Tramasure, general manager for watches and fine jewelry, Chanel Inc.

#### Leadership: What it Takes to Helm a Flagship Store

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

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

10:15 a.m. 11 a.m.

### The Power Discussion

#### Evolution of Luxury and Self

Pioneering women who continue to shape the future of luxury through constant innovation, inspiring leadership and personal development share their love for the business, their unique journey and their outlook on key trends. How did they get their start and navigate their careers, then make the adjustment from player to coach and employ the power of mentorship? What explains the rise of services as the preferred tool and differentiator for luxury brands? Why are more luxury brands seeking partners for customer acquisition in the appeal to millennials with streetwear and high-street-brand collaboration?

Lisa Holladay, vice president and global brand leader, The Ritz-Carlton, St. Regis Hotels & Resorts, Ritz-Carlton Reserve and Bulgari Hotels & Resorts

Marigay McKee, founder, MM Luxe Consulting, managing partner of Fernbrook Convergence Fund and former president, Saks Fifth Avenue

Amina Belouizdad, chief commercial officer, The Private Suite, a TPG-backed company

Moderator: Annastasia Seeböhm, global CEO, Quintessentially

11 a.m. 11:15 a.m.

Takeaways and Networking Break

11:15 a.m. Noon

Keynote

The Purposeful Dialogue: What Women Need to Know

The purposeful dialogue gives people women, especially an opportunity to talk about their values and picture of the future. The communication-based conversation cards are designed to help recognize and clarify the core values that underlie personal decisions and motivations and to facilitate a greater understanding of one's identity and aspirations.

Judy Spalthoff, executive director and head of family advisory and philanthropy services for the Americas, UBS Financial Services Inc.

Noon 1 p.m.

Lunch Break and Circular Discussions

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

Research Keynote

Remaking Brand Experience and Loyalty in Retail

How should luxury brands and retailers retool their efforts to get customers coming back to the bricks-and-mortar and digital stores in a world where a seamless omnichannel experience is becoming a standard expectation?

Fiona Swerdlow, vice president and research director, Forrester

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

Female Founders: How I Launched My Luxury Business

What do a Savile Row-trained tailor, ultra-luxe African safari specialist and French jeweler with a Hollywood following have in common? The drive to deliver a quality product and experience that goes above and beyond. How did they get their ah-ha moment, what is their guiding star and where are they headed?

Kathryn Sargent, founder of Kathryn Sargent

Deborah Calmeyer, founder/CEO, Roar Africa

Camille Parruitte, founder/CEO, Nouvel Heritage

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

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

Takeaways and Networking Break

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

## Data Behind Today's Winning Marketing Strategies

Making sense of the numbers behind marketing efforts leads to sharper executions in the future. Data is a strong ally to emotional message that resonates. What metrics should luxury marketers rely on to gauge the success of their campaigns?

Alison Bring, chief marketing officer, Launchmetrics

3 p.m. 3:45 p.m.

## Fireside chats

### Evolution of Women's Media: Robb Report's Experience with Muse

Jill Newman, deputy editor of Robb Report, and editor of Muse

### How to Lead in Social Media: Person and Brand

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

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

3:45 p.m. 4 p.m.

## Takeaways and Networking Break

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

## Building a Modern Beauty Brand

If there is a sector that is thoroughly undergoing transformation, it is beauty care. Affluent consumers have grown more sensitive to ingredients and are demanding more skin-friendly options that are green and sustainably made. This has opened the door to more clean beauty brands whose appeal is immediate to millennials and even the generations before them. So how to build and sustain these modern beauty brands?

Elana Drell Szyfer, CEO, ReVive Skincare

Moderator: Rebecca Miller, principal, Miller&company

4:30 p.m. 5 p.m.

## How Ethics Play Into Purchasing

Consumers' ethics are increasingly driving purchase decisions. Shoppers expect brands' values to align with their own. Not surprisingly, established luxury brands are taking a hard look at their supply chains and sourcing practices. Consumer activism has birthed eco-conscious skincare brands and jewelers who proudly state their use of conflict-free diamonds. Experts state the case.

Marcella Cacci, founder/CEO, One Ocean Beauty

Anna-Mieke Anderson, founder/CEO, MiaDonna

Moderator: Marie Driscoll, managing director, Coresight Research

5 p.m. 5:15 p.m.

## Closing Remarks

### 5 Takeaways from Women in Luxury 2019

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 Tuesday, May 7, 2019*

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