

STRATEGY

Major brands share outlook for 2020 – join us at Luxury FirstLook Jan. 15

December 13, 2019



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 Luxury FirstLook 2020 in New York, Wednesday, Jan. 15](#)

*Luxury Daily returns Jan. 15 with the 8th annual edition of **Luxury FirstLook** in New York, focused on the outlook for the year ahead. The overarching theme of the daylong event is the root-and-branch makeover being undertaken as luxury brands and retailers acknowledge the need for a generational pivot to thrive in the years ahead. Join us at **Luxury FirstLook 2020**: the speaker lineup is nonpareil and spots limited.*

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Topics under discussion include the state of luxury in 2020; China's role as luxury's engine of growth; the future of legacy retailers as ecommerce races to become the dominant retail channel; customer shopping behavior that has changed all generations for good; the disruption in marketing and the question of the CMO's future; social media's triumph; curated and print media's role in content and messaging; trends in travel and wellness/beauty care; the emerging circular economy and what it means for current business models; and why treating store associates on par with customers is key to bricks-and-mortar retail's future.

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.

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Please check out Luxury FirstLook 2020's agenda below:

AGENDA

Luxury FirstLook 2020: Generational Makeover

Wednesday, Jan. 15, 2020

A *Luxury Daily* presentation on the outlook for the year ahead for luxury marketers and retailers. This is the 8th annual edition

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

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

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

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

Keynote

BCG: State of Luxury 2020

What is the state of luxury and what to expect in 2020 as younger affluent consumers pressure brands and retailers to rapidly reinvent themselves into experience-underpinned businesses

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

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

Brand Dialogue

Jewelry: How Luxury's Bright Spot Will Sparkle in 2020

The impending sale of Tiffany & Co. to LVMH, David Yurman's move to right off Fifth Avenue in New York and the increase in self-gifting prove one thing: jewelry is on a role

Carol Pennelli, president, David Yurman

In conversation

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

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

Networking Break

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

China Rules: What the World's Most Demanding Luxury Market Wants from Brands

More than 80 percent of luxury purchases in China are made by millennials and Gen Z versus 40 percent for those two generations for rest of the world. The future has already arrived in China. And like it or not, luxury's future is wedded to China's well being. How should luxury marketers navigate?

Iris Chan, partner and international client development director, Digital Luxury Group

In conversation

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

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

How Luxury Brands Can Create an Emotional Relationship with Chinese Consumers

China represents one of the greatest opportunities for luxury brands to attract consumers. However, recent communications gaffes from well-established luxury brands such as Givenchy and Versace reveal that these marketers might be missing a trick. Chinese culture is tremendously complex, layered and swiftly changing. It is critical that any brand, particularly those in luxury, understand, respect and create a meaningful emotional relationship with people in China today and into the future.

Nadia Tuma-Weldon, senior vice president, McCann Truth Central

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

Networking Break

11:15 a.m. 11:45 a.m.

Brand Keynote

11:45 a.m. 12:15 p.m.

What Legacy Luxury Retailers Need to Do

The ferment in luxury retail as evidenced by Barneys New York's demise as a department store retailer and challenges with other players in the space best reflect changed consumer behavior and preference for shopping channels. What should retailers and brands with deep investment in the retail setup do to answer the siren call of convenience, variety and sustainability?

Jon Reily, vice president and global commerce strategy lead, Publicis Sapient

12:15 p.m. 1 p.m.

Sponsored Lunch

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

Customer Shopping Behavior has Changed for Good. Its Consequences?

Everyone is now a millennial: that is how much impact a generation has had on consumers across all ages in terms of behavior toward shopping, entertainment and media, and technology. The implications of this coalescing behavioral pattern are profound.

Robert Samuels, executive director equity sector strategist Americas, UBS Wealth Management Chief Investment Office

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

Marketing Disrupted and the CMO Endangered

The chief marketing officer was once a brand builder, but is now reduced to a quarter-focused data operator whose portfolio is being nibbled away at the edges and in chunks to other emerging titles: chief customer officer, chief experience officer, chief commercial officer, and so on. Even the marketing discipline as a unifying department within a corporate structure is under threat. Thank you, Digital Era. What does this mean for marketing and marketers?

James L. McQuivey, vice president and principal analyst, Forrester Research

2 p.m. 3 p.m.

Fireside Chats

Media's Reinforcing Role in Luxury Brand-Building

Why media backed by writers and editors will be even more relevant in 2020

Giulio Capua, group publisher, Meredith Luxury (Departures, Travel + Leisure and Food & Wine)

Trends in Social Media and Digital Marketing

The hard embrace of Instagram and WeChat, along with Facebook, Pinterest and Twitter: Is it paying dividends?

Andrea Wilson, vice president of strategy, Dentsu Luxe

LuxeEX: Why Treating Customer-Facing Associates Well Matters to Bricks-and-Mortar Store Relevance

An army marches on its stomach: most retailers do not get that when bemoaning lackluster bricks-and-mortar foot traffic and sales. Why should things change unless store associates, or "educators," as Lululemon niftily calls them, are treated as well as customers?

Jack Mitchell, chairman, Mitchells Stores

Bob Shullman, CEO, Shullman Research Center

Circular Economy: Luxury's Future Is Here?

Watches, like fashion, are ripe for the circular economy. Pre-owned sales are up. What can other sectors with similar

high-end merchandise learn to gear up for the retail of tomorrow?

Hamilton Powell, CEO, Crown & Caliber

In conversation

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

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

Networking Break

3:15 p.m. 3:45 p.m.

Brands in the Vanguard: Getting Change Right in a Tightrope Walk

Which key luxury brands and retailers are on track in their evolution to meeting the needs, wants and desires of millennials and Gen Z while retaining their appeal to boomers and Gen X

In conversation

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

3:45 p.m. 4:15 p.m.

On the Move: State of Luxury Travel 2020

Follow the money, as they say. And the money is traveling and dining and experiencing. What does that mean for the luxury business?

Dianna Carr, vice president of storytelling, Resonance

4:15 p.m. 4:45 p.m.

Brand Dialogue

Trends in Corporate Entertaining that Engender Stronger Customer Loyalty

A liquor marketer on how conviviality is reinforcing brand loyalty

Kate Zaman, director of new business development, Pernod-Ricard USA

Redefining Urban Air Mobility for the Affluent

How a tech-powered, short-distance air charter service for the wealthy sees the outlook for airplane and helicopter alternatives to congested ground routes in and out of city centers

Patrick Albano, chief revenue officer, Blade

What and How Do Affluent Women from North and South America Shop for Jewelry?

An insight into the motivating factors and how jewelers are evolving to keep pace with customers

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

4:45 p.m. 5 p.m.

4 D's from Luxury FirstLook 2020

What marketers should keep doing, stop doing, start doing and do differently in 2020.

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, Jan. 13, 2020

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[Mandarin Oriental New York](#)

80 Columbus Park at 60th Street, New York, NY 10023; tel: 212-805-8800

[Please click here for the Web site](#)

Trump Hotel Central Park

One Central Park West, New York, NY, 10023; tel: 212-299-1000

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The Pierre

2 East 61st Street, New York, NY 10065

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