

MARKETING

## From a partner: Walpole's Festival of Luxury Marketing Sept. 7-11

August 27, 2020



*Walpole, the sector body for U.K. luxury, is hosting its Festival of Marketing Sept. 7-11*

By LUXURY DAILY NEWS SERVICE

Are you a luxury brand leader, founder/owner, marketer, communicator or advertiser?

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State of Luxury 2019 **Save \$246 ▶**

Join Walpole the sector body for British luxury for five days of insights, compelling content and networking opportunities this September, as we uncover the new rules of marketing for the new normal and how best to reach the luxury customer, post-pandemic all from the comfort of your own home.

**Secure your tickets now**

CONFIRMED SPEAKERS SO FAR:

(Please note, this list is subject to daily updates)

Melissa Bisset, Marketing Director, Johnstons of Elgin

Malcolm Borwick, World Polo Ambassador, Royal Salute

Lisa Bridgett, Chief Operating Officer, DREST

Colleen Caslin, CEO, Jessica McCormack

Arnaud Champenois, SVP, Global Head of Brand, Marketing & Communications, Belmond

Kevin Chesters, Founding Partner, Harbour

Fabio Colacchio, Associate Partner, Bain & Company

Camilla Craven, Global Director Advocacy, Charlotte Tilbury Beauty

Alex Currie, Senior Head of Strategy & Project Management, Farfetch

Aleksandar Cvetkovic, Creative Strategist, Handcut Studio

Helen Darlington, CEO, Woven

Mathieu Deslandes, Marketing Director, Ballantine's & Royal Salute

Carla Filmer, Chief Marketing Officer, Manolo Blahnik

Stephanie Foxley, Digital Marketing Director, Garrard

Anne Geronimi, Group Communications Director, Bluebell Group

Jamie Gill, CEO, ROKSANDA

Lucy Hockings, News Presenter, BBC World News

Beatrice Hodgkin, Deputy Editor, FT How to Spend It

Jenny Howard, SVP Head of Strategy, Sunshine

Adam Knight, Founder & CEO, Tong Digital

Olly Lewis, Founder, Fifth (News UK)

Sally-Anne Limb, Insights Director, Spring Studios

Al MacCuish, Chief Creative Officer and Co-Founder, Sunshine

Tom Marchant, Founder, Black Tomato

Camille Martin, CMO, dunhill

Cate Moore, Global Director of Advocacy & e-Commerce, William Grant & Sons

Janine Quatrevingt, Thom Browne

Dan Ramsay, Director, GREAT Britain & Northern Ireland Campaign

Chris Sanderson, Co-Founder, The Future Laboratory

Farrah Storr, Editor in Chief, Elle UK

Rachel Waller, Global VP Marketing Digital, Burberry

## OVERVIEW:

Please note, this is a draft outline and is subject to daily updates.

Day 1: Monday, Sept. 7 | A New Simplicity: What the Luxury Consumer Wants Now

From a global pandemic to Black Lives Matter, 2020 has dramatically altered customers' needs and expectations of brands and businesses. Day 1 of the Walpole Festival of Luxury Marketing examines how the mindset and priorities of the luxury consumer has changed, what they now want - and expect - from luxury brands, and how brands can reach these increasingly discerning, and demanding, customers both now and in the future.

Day 2: Tuesday, Sept. 8 | The New Language of Luxury: Communicating with Customers in 2020 and beyond

Luxury has traditionally focused on the in-store and in-person experience, so how has 2020's shift to digital communication impacted on brands' relationships with consumers? Day 2 of the Festival will answer this question and more, with a focus on the new 'language of luxury': how do we communicate with the luxury consumer now?; plus an exploration of the importance of storytelling, developing the right tone of voice, and how e-commerce can provide as rich an experience for the luxury customer as the traditional bricks and mortar.

Day 3: Wednesday, Sept. 9 | Innovation: The Hyper-Acceleration of Digital Luxury

With necessity forcing the world to go rapidly (fully) online during 2020, Day 3 of the Festival sets out the new Digital Marketing playbook and the latest innovations in virtual luxury, with lessons from the experts in online retail and marketing; events and experiences; personalisation and clienteling 2.0.

Day 4: Thursday, Sept. 10 | Looking East: Lessons in Luxury from China

In association with TONG Digital

China - always an important market for luxury - has taken on a new significance in 2020. By 2025, the country will account for almost 50% of the global luxury goods market, and has seen one of the quickest - and most robust - recoveries from the crisis. Day 4 of the Festival offers up the chance to learn from experts in the market, and

provides details on how to capitalise on the increasingly important Asia surge.

Day 5: Friday, Sept. 11 | Purpose: Luxury's New Status Symbol?

While Covid-19 may define 2020 (and the decade), Black Lives Matter and issues around sustainability and inclusion are having just as profound an impact on brands. With customers increasingly holding brands to higher standards, Day 5 of the Festival explores how marketers must communicate a strong sense of brand purpose to be meaningful and authentic to a new socially and environmentally conscious consumer.

*With unique research, expert speakers and insightful panels, Walpole's Festival of Luxury Marketing will be thought provoking, informative and full of actionable insights to address the new rules for luxury to take back to your brand.*

**Secure your tickets now**

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