

STRATEGY

40+ brand speakers, 35 sessions: Grab your seat at the Future of Luxury eConference Sept. 23-24

September 4, 2020



Luxury Daily, with its Future of Luxury eConference, is hosting 40+ speakers from leading luxury brands, retailers, market researchers, agencies and publishers to share ideas and strategy on how to chart a course for the future as marketers adapt to consumer behavior. Please register now

By LUXURY DAILY NEWS SERVICE

*Luxury Daily's Future of Luxury eConference is part of its FirstLook series that goes back seven years since the event's founding. **Luxury Daily** is the world's leading luxury business publication*



[Please click here to register for Luxury Daily's fully digital Future of Luxury eConference on Wednesday, Sept. 23 and Thursday, Sept. 24](#)

Join senior executives, key players and decision-makers at *Luxury Daily's Future of Luxury eConference*, the world's largest event both offline and online focused on the luxury business and its outlook ahead as the pandemic impacts product and service demand, supply and consumer behavior PLEASE SCROLL BELOW FOR AGENDA

Who is speaking? The best and brightest in the luxury business from more than 40 organizations across seven countries, including senior executives from Boston Consulting Group, Harrods, Bentley Motors, Saks Fifth Avenue, Apple, Christie's, Facebook/Instagram, eBay, Montblanc, Pomellato, Mot Hennessy, UBS, Wempe, Watches of Switzerland, LVMH's Starboard Cruise Services, Alibaba, Capgemini, Forrester Research, Agility Research & Strategy, McCann Worldgroup, Accenture, Walpole, Comit Colbert, Altagamma, Fondation de la Haute Horlogerie, VistaJet, Knight Frank, Fifth Avenue Association, *Travel + Leisure*, Small Luxury Hotels of the World, Northrop & Johnson, Positive Luxury, Shanker Inc., Luxury Institute, SelfSells, Coresight Research, Business of Aspiration, Quinn PR, Soozan Baxter Consulting and China Luxury Advisors

Focus: Overarching idea: Constructive thinking on actionable next steps. What is the outlook for the luxury business worldwide as the COVID-19 coronavirus outbreak has changed brand, retailer, service provider and consumer behavior? What opportunities and challenges lie ahead for providers of high-quality goods and services? What are the innovation possibilities? And how to continue to acquire, retain and reactivate customers in an omnichannel environment where ecommerce and digital will do the heavy lifting? The eConference will aim to offer insights,

best-practice tips and a roadmap from key players in the luxury ecosystem

Theme: Luxury 2.0: Evolution, Revolution and Innovation

Date: DAY ONE: Wednesday, Sept. 23, 2020 at 9 a.m. to 5 p.m. New York Time. DAY TWO: Thursday, Sept. 24, 2020, at 9 a.m. to 5 p.m. New York Time

Venue: Online via the GoToWebinar platform

Why you should register:

The COVID-19 pandemic has forced the world into a reset for at least two years. Your relationship to the consumer or client has been changed, whether you like it or not. So how do you adapt and continue to grow your business? The Future of Luxury eConference will offer you a roadmap and reference points not just talk, but actionable insights

The Future of Luxury eConference is the world's first and most incisive two-day, all-embracing luxury conference that is a digital native. It is not an adaptation of a physical event it was born online. It is also the largest luxury conference ever programmed digitally with nearly 40 sessions, all digital and within reach in the comfort of your home or office

More than 40 speakers from the United States, United Kingdom, France, Italy, Germany, Switzerland and Singapore, representing key luxury brands, retailers, agencies, publishers, market researchers and associations

All key luxury sectors covered in the eConference: fashion, accessories and leather goods; watches and jewelry; fragrance and beauty care; wines and spirits; travel, tourism and hospitality; real estate; automotive and yachting; media; legal; technology, ecommerce and social platforms; wealth; marketing; retail; geographical progress; and market research.

Sixteen hours of rich content and on-the-ground perspective with live broadcast and Q&A over two days

Entire eConference will be archived for the registrant's on-demand perusal post-event

Tremendous savings and safe environment: no need to travel, spend on accommodation or risk exposure to health

Above all, no distractions at the Future of Luxury eConference pure content focus with the primary goal of informing, educating and stimulating ideas and action. No gimmicks and distractions. Great ideas are your leads. You can always connect with the speakers on LinkedIn we have asked them to be receptive to your outreach

Format: One-on-one live fireside chats, panels and research keynotes, all conducted on the GoToWebinar platform. Each session bar research keynotes that last 30 minutes will run 15-20 minutes, with the speaker and moderator on camera and the conference deck on the screen with one to three talking points. All sessions are on the record, unless otherwise noted. Registrants will be able to ask questions in the chat box.

The eConference recording will be archived and available on-demand to registrants.

Price: Only \$495 for the two-day event including eConference deck and on-demand, archived recording

Sponsorships: Please contact ads@napean.com for sponsorships

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AGENDA

DAY 1: Wednesday, Sept. 23

All times shown are New York Time

9 a.m. New York Time/6 a.m. Los Angeles Time/2 p.m. London Time/3 p.m. Paris Time/9 p.m. Singapore Time

Opening Remarks

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

9:15 a.m. New York Time

State of Luxury: Where Are We and Where Are We Headed?

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

10 a.m. New York Time

Luxury 2.0: New Tone for Crafting and Retailing High-Quality Goods and Services

Michael Ward, managing director, Harrods

10:20 a.m. New York Time

British Luxury: Projecting Greatness and Quality

Helen Brocklebank, chief executive, Walpole

10:40 a.m. New York Time

How French Luxury Is Evolving With the Consumer

Bndicte Epinay, president/CEO, Comit Colbert

11 a.m. New York Time

Break: Stretch Your Legs, Grab a Bite, Go to Loo, Prepare for Second Wind (Asia-Pacific)

11:20 a.m. New York Time

Global Commercial and Residential Real Estate Trends

Liam Bailey, global head of research, Knight Frank

11:40 a.m. New York Time

Future of Flagship Retail

Jerome Barth, president of Fifth Avenue Association

Noon New York Time

Sea-Based Cruise Retail: Charting a New Course

Stacy Shaw, vice president luxury division and retail experience development, LVMH's Starboard Cruise Services

12:20 p.m. New York Time

Going Places: Travel, Tourism and Hospitality In the New Era

Jacqui Gifford, editor in chief, *Travel + Leisure*

Kenan Simmons, vice president of the Americas, Small Luxury Hotels of the World

12:40 p.m. New York Time

Trends in Jewelry: Adapting to Changing Consumer Behavior

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

1 p.m. New York Time

Break: Stretch Your Legs, Grab a Bite, Go to Loo

1:30 p.m. New York Time

Trends in the Luxury Watch Business: Collectors, Technology, Events and Markets

Ruedigar Albers, U.S. president, Wempe

Brian Duffy, CEO, Watches of Switzerland

Pascal O. Ravessoud, external affairs director, Fondation de la Haute Horlogerie

2 p.m. New York Time

Luxury Ecommerce on Platforms

Tirath Kamdar, general manager of luxury, eBay

2:40 p.m. New York Time

Blockchain Dress, Video Games and Virtual Influencers: The Future of Luxury Storytelling

Ana Andjelic, brand strategist and formerly chief brand officer, Rebecca Minkoff
Rori DuBoff, managing director of innovation and strategy, Accenture Interactive

3 p.m.

Break: Stretch Your Legs, Grab a Bite, Go to Loo, Kiss Kids Goodnight (Europe)

3:20 p.m. New York Time

Digital Evolution in Luxury and Fashion: Marketing and Retail

Sean MacDonald, global chief digital officer, McCann Worldgroup

3:40 p.m. New York Time

Trends in Wines and Spirits

Erica Guries, director of competitive intelligence, LVMH's Mot Hennessy

4 p.m. New York Time

China: Savior of Luxury?

Renee Hartmann, cofounder, China Luxury Advisors

4:20 p.m. New York Time

Tech Titans: How Retailers and Brands Should Navigate Apple, Amazon, Google and Facebook

Sucharita Kodali, vice president and principal analyst, Forrester Research

4:50 p.m. New York Time

Day 1 Wraps: Key Takeaways

DAY 2: Thursday, Sept. 24

9 a.m. New York Time/6 a.m. Los Angeles Time/2 p.m. London Time/3 p.m. Paris Time/9 p.m. Singapore Time

Opening Remarks

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

9:15 a.m. New York Time

Affluent Asian Consumers Across China, Hong Kong, Japan, South Korea, India, Singapore, Indonesia and Malaysia
Amrita Banta, managing director, Agility Research & Strategy

10 a.m. New York Time

Alibaba: Shaping the Future of Luxury in China

Christina Fontana, head of fashion and luxury for Europe, Alibaba

10:20 a.m. New York Time

Automotive: Shifting Gears

Christophe Georges, president/CEO, Bentley Americas

10:40 a.m. New York Time

How Italian Luxury Brands Are Evolving and Innovating

Stefania Lazzaroni, general manager, Fondazione Altagamma

11 a.m. New York Time

Break: Stretch Your Legs, Grab a Bite, Go to Loo, Prepare for Second Wind (Asia-Pacific)

11:20 a.m. New York Time

Africa: The Next Frontier for Luxury

Sissi Johnson, founder, SelfSells

11:40 a.m. New York Time

How the Auction Business Has Rapidly Responded to the New Pandemic Reality

Aline Sylla-Walbaum, global managing director, Christie's Luxury

Noon New York Time

Fashion and Leather Goods: Marketing in the New Retail

Emily Essner, chief marketing officer, Saks Fifth Avenue

12:20 p.m. New York Time

Social Marketing and Commerce for Luxury Fashion and Retail

Karin Tracy, U.S. head of industry for retail, luxury and fashion, Facebook

12:40 p.m. New York Time

Future of Bricks-and-Mortar Luxury Retail In an Omnichannel Environment

Soozan Baxter, CEO, Soozan Baxter Consulting

1 p.m. New York Time

Break: Stretch Your Legs, Grab a Bite, Go to Loo

1:20 p.m. New York Time

Future of Sustainability: What Brands and Retailers Must Do With Heightened Consumer Expectations

Diana Verde Nieto, cofounder, Positive Luxury

1:40 p.m. New York Time

Ultra-High-Net-Worth Individuals, Their Lifestyles and Their Concerns

Daniel Ziriakus, president and chief operating officer, Northrop & Johnson

2 p.m. New York Time

Rise of Private Jet Travel

Leona Qi, U.S. president, VistaJet

2:20 p.m. New York Time

Future of Wealth, Wealthy and Wealth Management

Tej Vakta, senior leader global markets practice, Capgemini

2:40 p.m. New York Time

Women and Wealth: The Opportunity for Luxury Brands and Retailers

Alli McCartney, managing director private wealth management, Alignment Partners, UBS Financial Services

3 p.m.

Break: Stretch Your Legs, Grab a Bite, Go to Loo, Kiss Kids Goodnight (Europe)

3:20 p.m. New York Time

How Women Enter Management Ranks Within Tech

Maria von Scheel-Plessen, global head of media and advertising, Montblanc

3:40 p.m. New York Time

Leadership and Mentoring In These Times

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

Martin Shanker, president, Shanker Inc.

Florence Quinn, CEO, Quinn PR

4 p.m. New York Time

4:20 p.m. New York Time

4:40 p.m. New York Time

Luxury Trendlines and Sector-By-Sector Outlook

Milton Pedraza, CEO, Luxury Institute

5 p.m. New York Time

4 D's from the Future of Luxury eConference

What marketers should keep doing, stop doing, start doing and do differently in 2021

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

Conference wraps

Luxury Daily reserves the right to alter the agenda or change the venue. Refunds minus 10 percent processing fee will not be given after 12.01 a.m. on Monday, Sept. 21, 2020.

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