

MARKETING

## Camilla Carboni: Luxury Woman to Watch 2021

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By LUXURY DAILY NEWS SERVICE

*Luxury Daily* annually honors smart women executives who show the potential to make a difference next year in the luxury business. This year's list features 26 honorees who have set ambitious goals to achieve in a luxury market that, while growing, is also challenged by rapid changes in consumer behavior and technology.

Here is one honoree:



**Camilla Carboni**, luxury brand copywriter, Denver, CO

*"As digital optimization takes center stage, automation will further highlight the need for personalization"*

What do you most like about your job?

The honor of working closely with global clientele in various categories of the luxury industry, to bring their vision and brand to life through words.

What is the biggest challenge in your work?

As these unprecedented times accelerate the shift toward digital consumerism, the luxury industry, as a whole, faces new challenges.

Luxury brands are navigating digital waters and working to reaffirm trust, nurture client relationships and reestablish brand presence, while simultaneously streamlining processes and integrating automated technologies, such as artificial intelligence.

As a direct result of this evolution, changed narratives are necessary narratives that continue to foster personalization and promote brand loyalty, while adapting to the needs of the times.

My role as a luxury brand copywriter is central to this transformation and it presents a very exciting challenge, both for now, and for the foreseeable future.

How have you adapted to the new order of things with the public health crisis?

I am most grateful that, due to my line of work, my day-to-day has been largely unaffected. Unfortunately, that has not been the case for the majority of my clientele.

To cater to the needs of today, I am assisting my clientele in revising their messaging in order to remain current, relevant and respectful of the times.

I am also offering copywriting support to luxury brands who are so generously supporting others.

What is your work priority for 2021?

I believe that the changing landscape will require new, thoughtful ways of communicating and I look forward to continuing to curate copywriting for luxury brands who are embracing change, and consciously rethinking their communication strategies.

What is your proudest achievement in luxury?

Aside from the tremendous honor of being nominated for this list by an incredible client, and featured alongside women of such caliber, I am proud to be a trusted copywriter in the luxury industry, a member of the Global Luxury Expert Network, and a "Leader in Luxury + Design" at The Home Trust International, enabling me to provide my clientele with the industry insights and connections necessary for their businesses to thrive.

How do you see luxury evolving in 2021?

The future is digital.

As digital optimization takes center stage, automation will further highlight the need for personalization, brand trust and brand loyalty, and luxury brands will need to view their communication strategies through a new lens.

I am excited to be a part of the curation of changing narratives and eager to watch as the luxury brands who step up to this challenge pave the way for the next generation of luxury.

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