

MEDIA/PUBLISHING

## The Luxury Channel's Fiona Sanderson: 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:



Fiona Sanderson, managing director, [The Luxury Channel](#), Princes Risborough, England, U.K.

*"More brands will be blending the physical and social worlds with digitally immersive retail experiences"*

What do you most like about your job?

Being at the forefront of one of the most exciting industries in the world and being able to showcase, interview and film some of the world's luxury leaders, artists and craftsmen.

Through our platform, it's exciting to engage audiences with unique content of the finest destinations and experiences, and the culture and craftsmanship that define modern luxury.

What is the biggest challenge in your work?

To persuade luxury brands to invest even further in video content.

The power of video across digital platforms, social media and Web sites, is unquestionably invaluable to reach multi-international audiences with brand storytelling, craftsmanship and behind-the-scenes content.

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

As the Luxury Channel is an online distribution platform with a roster of TV directors, editors and writers working independently across the world, we have been fortunate enough to continue the luxury conversation by providing high-quality video and online editorial.

Travel and international production has been challenging, but we have the benefit of using local TV crews.

What is your work priority for 2021?

I am working on an exciting relaunch of The Luxury Channel in the autumn and I will be announcing a new TV partnership in Monaco and Asia.

As the marketing ambassador for M/Y Njord, the world's next generation of residential superyacht, I will continue to work on this unique project.

As trustee of the Lewa Wildlife Conservancy in Africa, I will continue to highlight the plight of wildlife.

What is your proudest achievement in luxury?

To know that a company that I cofounded in 2007 is now recognised as one of the leading multi-media platforms for luxury lifestyle content and our programs are distributed to over 250 million homes throughout the EMEA and Asia, reaching an audience of over 8 million monthly viewers drawn from the top 20 percent of income earners.

How do you see luxury evolving in 2021?

I think you will see luxury brands becoming more innovative in both the retail and online space.

More brands will be blending the physical and social worlds with digitally immersive retail experiences.

Online, video content, augmented and virtual reality will be used to entertain and engage the next generation of luxury consumers.

Times are challenging now, but I foresee exciting times ahead for the luxury industry and I am glad to be a part of it.

[Please click here to see the entire Luxury Women to Watch 2021 list](#)

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