

MARKETING

McCann Worldgroup Truth Central's Nadia Tuma-Weldon: Luxury Woman to Watch 2021

November 20, 2020



Nadia Tuma-Weldon

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.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Here is one honoree:

Nadia Tuma-Weldon, senior vice president and director, [McCann Worldgroup Truth Central](#), and lead, global luxury practice, McCann

"I often make the case that luxury is necessary, because the foundations of true luxury are rooted in essential humanist qualities of care, thoughtfulness, respect and community"

What do you most like about your job?

I've been obsessed with understanding humans and culture my whole life. I can't turn that part of me off.

I'm lucky enough that this is precisely what I do for a living, though from my perspective, there really isn't "work" and "not work" when it comes to this.

Our team works in service of uncovering the deeply human truths that shape the way people behave, and not just at a surface level.

We take an almost poetic view of the world, because humanity is complex and beautiful.

The dedication to understanding the world fuels everything that we do, and it genuinely fascinates and motivates me every day.

What is the biggest challenge in your work?

At times, the word luxury' can have a lot of baggage, and runs the risk of not being taken seriously, or seen as

something for a privileged few.

The reaction can be: given all of the crises facing the world, why are we talking about luxury?

I often make the case that luxury is necessary, because the foundations of true luxury are rooted in essential humanist qualities of care, thoughtfulness, respect and community.

These are values that can be an antidote for many of the ills facing the world, and luxury has a role to play in that.

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

Firstly, I am very lucky that my job can be done from anywhere, and given the state of the world, I have no complaints and our team has adapted quickly.

However, the inability to travel has been challenging as it's always kept me tapped into the global "streets."

In a given year, I travel throughout the U.S., to France and Greater Europe, South America and all the way to China, Japan and Southeast Asia.

I get so much inspiration from these travels, so I've had to make a conscious effort to get out of my New York bubble during this time.

The good news is that our team of fabulous luxury experts from all corners of the planet are in regular contact to share ideas and experiences.

What is your work priority for 2021?

Our luxury practice recently launched a platform called Elevated Voices, which aims to co-create an inclusive future of luxury. It serves as both a guideline for our activities as a practice, and as a strategic imperative for brands.

This platform will ensure we are asking the right questions regarding inclusion of ideas and perspectives for our thought leadership and will act as a lightning rod for further cultural conversations with our clients.

I am energized about our approach for creating a world of luxury where everyone feels included. Stay tuned in 2021.

What is your proudest achievement in luxury?

By far, my proudest achievement has been creating the global luxury practice. This is a dream I've had for a long time: to bring together amazing people from Europe, South America, Asia and America whose mission is to redefine and recast luxury for a modern era.

Every member of our team brings a different perspective based on their culture, experience, discipline, age, orientation and beyond, and we're all invested in innovating our tools and ideas.

How do you see luxury evolving in 2021?

While I don't have a crystal ball, I've been thinking about a range of themes potentially shaping the culture of luxury, most notably how the pandemic has accelerated changes that the industry has long acknowledged the need for but has nevertheless been traditionally slow to adopt.

This includes a call for actions like fewer fashion seasons and, on a broader scale, an evolution to a hybrid, online/offline retail model.

Think: more video consultations with sales associates, virtual trunk shows, elevated on-demand delivery coupled with appointment-only physical store visits as well as more specialized experiences for in-person events.

On a more personal level, with the tremendous amount of economic suffering, there will be more discretion the return of the "stealth wealth" that followed the 2008 financial crises. Driving a flashy new car or sporting an "it" bag, for example, will be seen in poor taste.

I expect an increase of in-home luxuries away from outside judgment like Mirror and Peloton, cashmere loungewear and first-rate kitchen equipment. A focus on deep wellness practices done privately.

Lastly, and of utmost importance, luxury brands will need to genuinely walk the walk in terms of their commitment to inclusion, core values and subsequent actions. There is little patience left for empty promises.

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

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.