

EVENTS/CAUSES

## Luxury Briefing to host Technology in Luxury conference

March 29, 2021



*The Technology in Luxury conference will be held on March 31. Image credit: Luxury Briefing*

By LUXURY DAILY NEWS SERVICE

London-based publication Luxury Briefing, in collaboration with the British School of Fashion at GCU London and Treasure Data, are hosting a conference focused on the most important technological considerations for luxury brands.

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Technology in Luxury will feature a lineup of speakers from IBM, Knight Frank, Alibaba, Snap Inc. and more. Topics of discussion include how to use augmented reality (AR) in mobile commerce, technology-enabled developments in the circular economy and the importance of gaming in luxury consumer engagement.

Using technology to enhance business

The one-day live stream conference will take place March 31, offering a full day of presentations and panels with expert speakers who will be outlining how various aspects of technology can be used to enhance business for luxury brands.

Presentations include augmented reality in mobile commerce, technology enabling developments in the circular economy, reimagining travel, virtual influencers and gaming in luxury and more.

There will be several expert speakers, including Meifang Chen, fashion and luxury lead for U.K. & Northern Europe at Alibaba Group; Geoffrey Perez, global head of luxury at Snapchat; Marek Reichman, chief creative officer at Aston Martin.

Other organizations have hosted webinars on technology in luxury, showing how the two are inextricably linked.

As the beauty sector has become increasingly fragmented and consumers grow more adept at making quick decisions, brands and marketers should harness technology to better connect with shoppers. During Ipsos' 2019 webinar "The Future of Beauty: Thriving Across the Consumer Decision Journey," experts reiterated that today's shopping rituals have rapidly evolved ([see story](#)).

[Please click here to register for the Luxury Briefing Technology in Luxury digital conference, March 31.](#)

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