

MARKETING

## Registration open for Women in Luxury 2021 eConference June 2

April 26, 2021



How have women executives in the luxury business adapted to changed work conditions and new consumer shopping behavior during the pandemic? Find out at the Women in Luxury 2021 eConference June 2. Image credit: Getty Images

By STAFF REPORTS

[Please click here to register for the fourth annual Women in Luxury 2021 eConference on Wednesday, June 2](#)

Join senior executives at the fourth annual Women in Luxury 2021 eConference, an event hosted Wednesday, June 2 by *Luxury Daily* that is designed to reflect the expertise and smarts of women leaders in the luxury business in changed market conditions

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Theme: *NextLevel Leadership*

Speakers include senior executives from Louis Vuitton, Saks Fifth Avenue, Apple, Mot Hennessy, Farfetch, Bal Harbour Shops, Wheels Up, Mandarin Oriental, Cosabella, Artsy, Modern Mirror, Beverly Hills Conference & Visitors Bureau, SelfSells, Coresight, McCann Worldgroup, Architectural Digest, Black Interior Designers Network and the Sedhom Law Group

Venue: Online

Price of the eConference is only \$195

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Topics and Agenda are below:

9 a.m. 9:15 a.m. ET (New York time)

Welcome Remarks

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

9:15 a.m. 9:45 a.m. ET (New York time)

Defining the New Luxury Shopping Experience

The pandemic has changed consumer expectations from the luxury retail and engagement process. What does this mean for luxury brands and retailers as they navigate rapidly evolving buyer behavior?

Speaker: Emily Essner, chief marketing officer, Saks Fifth Avenue

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

9:45 a.m. - 10:30 a.m. ET (New York time)

Luxury at Home: Hello, New Office

Work-from-home has completely transformed the role of the house or apartment to serve like a Swiss Army knife: springing forth as needed to be an office, recreation center, school, haven and even a place for heads in beds. How will this residential transformation impact the future of the luxury business and those who lead the brands?

Panelists: Dustyn Kim, chief revenue officer, Artsy

Adelina Wong Ettelson, global head of residential marketing, Mandarin Oriental

Keia McSwain, president, Black Interior Designers Network (BIDN)

Amy Astley, editor in chief, Architectural Digest

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

10:30 a.m. - 10:45 a.m. ET (New York time)

Break

10:45 a.m. - 11:30 a.m. ET (New York time)

How to Empower Women In a Competitive Organization

What should women leaders do to serve not just as role models, but also empower those reporting to them? How should women executives be empowered in an era of remote working and extreme multitasking?

Panelists: Sissi Johnson, founder, SelfSells

Vanessa Kay, vice president of Core Bubbles Mot Hennessy (Mot & Chandon, Veuve Clicquot and Chandon)

Rania Sedhom, founder/managing partner, Sedhom Law Group

Carolyn Travis, director of strategic marketing, Bal Harbour Shops

McLaren

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

11:30 a.m. - 12:15 p.m. ET (New York time)

Ecommerce Leaders in Fields with Majority-Female Consumers

Ecommerce is the brightest star in the retail firmament and its accelerated adoption by consumers slammed by the pandemic has forced luxury brands to quickly follow the money. How are women executives in majority-female luxury sectors leading and navigating the landscape?

Panelists: Silvia Campello, co-CEO, Cosabella

Kelly Kowal, chief platform officer, Farfetch

Nicole Reader, president/CEO, Modern Mirror

Moderator: Sarah Ramirez, senior staff writer, *Luxury Daily*

12:15 p.m. - 12:45 p.m. ET (New York time)

Sponsored Lunch Break

12:45 p.m. - 1:30 p.m. ET (New York time)

Women in Male-Dominated Industries

While women have made tremendous strides in several luxury sectors, much work is left to be done. Senior

management is still predominantly male and certain sectors have yet to catch up with promoting their women staff into decision-making roles with budgetary power. How did those who cracked the glass ceiling do it?

Panelists: Stephanie Chung, chief growth officer, Wheels Up

Dominique Giovine, vice president franchise division, Mot Hennessy

Julie Wagner, CEO, Beverly Hills Conference & Visitors Bureau

Marie Driscoll, managing director for luxury, Coresight Research

Moderator: Jen Woodring, vice president of customer experience and brand collaborations, Luxury Portfolio International

1:30 p.m. - 2:15 p.m. ET (New York time)

How Women Executives Have Adapted to the Changed Business Environment

The pandemic has caused many companies to go back to the drawing board in terms of customer outreach, internal communications, branding and marketing, retail operations, training and mentoring. Not surprisingly, executives have had to adapt their leadership style and interactions with customers.

Panelists: Thomas Haupt, senior vice president for U.S. retail, Louis Vuitton

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

Nadia Tuma-Weldon, senior vice president and director for Truth Central, and global luxury practice lead, McCann

Moderator: Martin Shanker, CEO, Shanker Inc.

2:15 p.m. - 2:30 p.m. ET (New York time)

Break

2:30 p.m. - 3 p.m. ET (New York time)

How I Lead My Brand

In her new role at De Beers Group, Sally Morrison oversees marketing initiatives to expand interest and drive desire for natural diamonds through media, trade and designer outreach, with a particular focus on the U.S. market. As one of the jewelry industry's most seasoned marketers, responsible for leading iconic campaigns from major players such as Lightbox, Gemfields, Natural Diamond Council and the World Gold Council, as well as De Beers Group, she brings a wealth of knowledge and understanding and an extensive network of industry relationships. What is her leadership style?

Speaker: Sally Morrison, director of PR natural diamonds, De Beers Group

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

3 p.m. - 3:15 p.m. ET (New York time)

Closing Remarks

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

ENDS

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