

LUXURY FIRSTLOOK

Announcing digital-only Luxury FirstLook 2022 on Jan. 13: Register now!

December 14, 2021



Luxury FirstLook will focus on changing trends with consumers, technology and markets, and how marketers can set their strategy for the year ahead. Image credit: Getty Images

By LUXURY DAILY NEWS SERVICE

[Please click here to register for Luxury FirstLook 2022 Jan. 13.](#) The conference is online

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

How should luxury-focused firms chart their course for 2022? *Luxury Daily* returns online Thursday, Jan. 13 with the 9th annual edition of Luxury FirstLook, focused on the outlook for the year ahead.

The overarching theme of the daylong event is the transformation, under the shadow of the COVID-19 pandemic, of a business as it transitions to ecommerce proficiency in an omnichannel setting, shopping by values, big-brand dominance, generational shift and increasing reliance on Chinese consumers.

Join us at Luxury FirstLook 2022 the speaker lineup is non pareil and spots limited.

Date: Wednesday, Jan. 13, 2022

Time: 8:45 a.m. 3:20 p.m. EST (New York time)

Price: \$295

Venue: Online via GoToWebinar

AGENDA

[Luxury FirstLook 2022](#)

8:45 a.m. 9 a.m. (New York time)

Welcome Remarks

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

9 a.m. 9:30 a.m. (New York time)

State of Luxury 2022: Topline Trends

Where the luxury business is headed globally as consumers navigate a post-pandemic lifestyle

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

9:30 a.m. 10:15 a.m. (New York time)

New Face of Bricks-and-Mortar Retail in the Omnichannel Environment

Brands are reevaluating their physical footprint, with some doubling down on prized locations and eye-catching layouts

Marie Driscoll, managing director for luxury and fashion, Coresight Research

Martin Shanker, CEO, Shanker Inc.

R.J. Hottovy, head of analytical research, Placer.ai

In conversation with Jennifer Woodring, vice president of brand collaborations and customer experience, Luxury Portfolio International

10:15 a.m. 10:30 a.m. (New York time)

Break

10:30 a.m. 11:15 a.m. (New York time)

How Gen Z is Different from Millennials, and What That Means for Luxury

More consumerist, more in the moment, more values-driven: Is that the face of the new luxury consumer?

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

Eric Dahan, CEO, Open Influence

Pamela N. Danziger, president, Unity Marketing

In conversation with Mickey Alam Khan, editor in chief, *Luxury Daily*

11:15 a.m. Noon (New York time)

Values Driven: Sustainability, Circular Fashion and Diversity

Consumers, making choices based on aligned values, are pulling brands and retailers willy-nilly toward diversity in ranks and eco-consciousness, with consequences for sourcing, manufacturing and economics

Thomas Berry, global director of sustainable business, Farfetch

In conversation with Mickey Alam Khan, editor in chief, *Luxury Daily*

Noon to 1 p.m. (New York time)

Sponsored Lunch Break

1 p.m. 1:45 p.m. (New York time)

What Next for Social Commerce?

Tapping the power and influence of the network is the next customer-acquisition and retention opportunity

Colleen Stauer, head of creator marketing, Pinterest

In conversation with Sarah Ramirez, staff reporter, *Luxury Daily*

1:45 p.m. 2:30 p.m. (New York time)

The Changing Luxury Lifestyle: Bringing Luxury to Smaller and Suburban Markets

Second-tier cities, satellite towns and bedroom communities are opening new windows of opportunity for luxury expansion

Tyson Jominy, vice president, data & analytics, J.D. Power

Chandler Mount, CEO, Affluent Consumer Research Company

Christopher P. Ramey, president, The Home Trust International, and cofounder, American Marketing Group

Renee Hartmann, CEO, China Luxury Advisors and C2 Global

In conversation with Mickey Alam Khan, editor in chief, *Luxury Daily*

2:30 p.m. 3:15 p.m. (New York time)

Luxury Outlook for 2022: A Sector-by-Sector Analysis

An examination of the prospects for key sectors in the luxury business

Milton Pedraza, CEO, Luxury Institute

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

3:15 p.m. 3:20 p.m. (New York time)

Closing Remarks

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

This event will be recorded. The link will be sent to all registrants.

[Please click here to register for Luxury FirstLook 2022 Jan. 13. The conference is online](#)

© 2021 Napean LLC. All rights reserved.

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