

WEBINAR

Free webinar: How Russia's invasion of Ukraine will impact the luxury market

March 1, 2022



Maidan Nezalezhnosti (Independence Square) in the historical city center of Kyiv on Khreshchatyk Street is the traditional place for political events in Ukraine. Image credit: Getty Images

By LUXURY DAILY NEWS SERVICE

Please [click here](#) to register for the free webinar Friday, March 4 at 11 a.m. to noon ET (New York time) titled, "How Russia's invasion of Ukraine will impact the luxury market"

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Russia's unilateral aggression against its Ukrainian neighbor has roiled the markets worldwide, returning Europe to a major conflagration 77 years after World War II ended.

What does this invasion mean for luxury? Since the collapse of the Soviet Union, Russian and former Eastern Bloc money has flooded luxury sectors such as property, fashion and leather goods, art, jewelry, automotive, travel and hospitality, sports, media and technology.

Now this spending is under threat of serious sanctions imposed by the West on high spenders, companies and Russia itself.

The supply chain, already strained, may come under renewed pressure with threat to shipping lines and air travel. Similar fears exist for the energy supply, equity markets, currencies, electric and Internet grids, and defense of nations aligned against President Putin's actions toward Ukraine.

So what this mean for stakeholders in the luxury business? This [free webinar](#) on Friday, March 4 at 11 a.m. to noon ET (New York time) will discuss:

- Which luxury sectors and geographical markets are heavily exposed to the actions and counter-actions born of this war
- How can luxury marketers, including those in property, expect to respond to this fast-developing situation if it spreads beyond the current theater of war
- Can luxury depend on the resilience of affluent buyers, as had happened during the COVID-19 pandemic and

how shopper behavior will adapt

- Any unintended consequences of this new European war in terms of economic and political realignment that will affect the luxury ecosystem
- Reality play: the short- and long-term scenario for the luxury business

Panelists

Marci ROSSELL, chief economist, Luxury Portfolio International

Marie DRISCOLL, managing director for luxury and retail, Coresight Research

Omar SAAD, senior managing director and head of softlines, luxury and department stores team, Evercore ISI

Astrid WENDLANDT, founder/editor, Miss Tweed, and author, "How Luxury Conquered the World: The Inside Story of its Pioneers"

In conversation with Mickey ALAM KHAN, editor in chief, *Luxury Daily*

Registrants will also receive a recording of this webinar

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