

MARKETING

Register now for free event: Women in Luxury 2022 eConference

May 25, 2022



The fifth annual Women in Luxury 2022 eConference will be held online Thursday, June 16. Image credit: Getty Images

By LUXURY DAILY NEWS SERVICE

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Women in Luxury 2022

Thursday, June 16, 2022 Online

Free to all

Luxury Daily's fifth annual Women in Luxury 2022 eConference is designed to reflect the expertise and smarts of women leaders in the luxury business and inspire other executives as role models worth emulating.

The eConference will focus on women leading during the postpandemic time as luxury business adapts changes in shopping behavior, the hybrid home-office and how to engage millennial and Gen Z employees.

Date and time: June 16, 9 a.m. ET to 2:35 p.m. ET (New York)

Via: GoToWebinar

AGENDA

9 a.m. 9:05 a.m. ET (New York time)

Welcome Remarks

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

9:05 a.m. 9:45 a.m. ET (New York time)

Keynote Fireside Chat

Evolution of Luxury Retail

Has the pandemic changed the shopping behavior of luxury consumers and, if so, what implications does it have for the industry?

Heather Kaminetsky, president for North America, Mytheresa

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

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

What Do Women Want?

Luxury brands are heavily dependent on affluent women for a sizeable chunk of their business. Post-pandemic, how can brands and retailers reach them, understand their needs and wants and follow the spending trail?

Natalie McGrath, vice president of marketing for North America and EMEA, Afterpay

Katy Lubin, vice president of brand and communications, Lyst

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

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)

Women Leaders: Tips from the Top

What can company and brand leaders offer to those aspiring to reach the upper echelons of management at luxury firms? How to plan the career trajectory and retain visibility in a new world of hybrid home-office working?

Anne-Sophie Stock, U.S. vice president, LVMH's Core Bubbles

Steele Marcoux, editor in chief, Hearst Magazines' *Veranda*

Ada Moudachirou-Rbois, global chief marketing officer, MAC Cosmetics

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

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

Women in Male-Dominated Industries

Any progress made during the pandemic for women to rise to decision-making positions at major luxury brands?

What are next steps?

Erin Bronner, senior manager for communications and brand experience, Bentley Motors USA

Mimi Sheng, head of bags and accessories, liveshopping marketplace Whatnot

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

12:15 p.m. 1 p.m. ET (New York time)

Meal Break

1:00 p.m. 1:45 p.m. ET (New York time)

Engaging Millennial and Gen Z Employees

What do senior leaders need to know about newcomers to the workforce? What are their expectations? How can these employees build mentorship relationships while working remotely? Is the Great Resignation really impacting luxury businesses?

Shannon Stilson, vice president of marketing and media, USPA Global Licensing Inc. and Global Polo Entertainment, USA Polo League

Jennifer Liotta, vice president of legal and human resources, Volato

Moderator: TBA

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

Entrepreneurship in Luxury: Why Now is a Good Time

While the press talks up established luxury brands and their conglomerate parents, startup luxury brands and companies serving them are sprouting around the world. What opportunities lie out there for those with ambition and

sense of purpose?

Purva Gupta, cofounder/CEO, Lily AI

Chloe Mandel, cofounder and creative director, Maison Atia

Jane Poynter, cofounder/co-CEO, Space Perspective

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

2:30 2:35 p.m. ET (New York time)

Closing Remarks

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

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