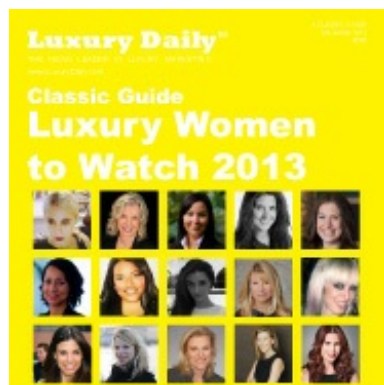


CLASSIC GUIDES

Luxury Daily's Luxury Women to Watch 2013

January 2, 2013



By STAFF REPORTS

[Please click here to download Luxury Daily's Luxury Women to Watch 2013](#)

Please say hello to Luxury Daily's inaugural Luxury Women to Watch 2013 list, a celebration of the smart women who are expected to make a difference in luxury marketing and retail in 2013.



The 25 executives who made the cut shared the same qualities: dedication to craft, consumer focus, ambition, leadership potential, educator and role model. Above all, they are focused on the larger picture and not getting mired in the weeds.

"It sounds so simple, but it takes a lot of courage and conviction to focus the organization on fewer opportunities so you can really do them well," said Denise Incandela, chief marketing officer of Saks Fifth Avenue, New York.

Ms. Incandela and her peers – many of them based in New York – vied with talented women across luxury to earn their perch in this year's [Luxury Women to Watch](#) honors.

Brand stand

Executives on the list represent retailers and brands such as Oscar de la Renta, L'Oreal, Donna Karan International, Four Seasons Hotels and Resorts, The Luxury Collection,

Fairmont Hotels & Resorts, Leading Hotels of the World, St. Regis Hotels & Resorts, Bergdorf Goodman and Saks.

Also on the list are executives from media, service providers, market researchers and agencies such as Unity Marketing, Clutch Collective, Siegel + Gale, Women's Luxury Guild, Social Muse Communications, Digital Luxury Group, The Wall Street Journal, B Culture Media, L2 Think Tank, Douglas Elliman Real Estate, Maxmedialab, Lure of Luxe, Morpheus Media, Fondue Mix and iProspect.

To them, luxury is not a job, but a passion.

"This is a field full of strong and powerful women," said Cannon Hodge, social media manager for Bergdorf Goodman, New York.

Meeting the norms

Picking the honorees was not easy. Luxury Daily invited readers to send in their nominations. The Luxury Daily team also had its own table of candidates.

Once the deadline expired, the Luxury Daily team judged the nominees on their merits and whittled the list to the 25 women who showed the most promise to push the luxury envelope in 2013. All judging was based purely on merit and the potential to make a difference.

The list's responses to questions confirm their choice. Not only were they enthusiastic about the opportunities in luxury marketing and retail, but they were realistic about the challenges of balancing family, travel, work hours, demanding customer base and evolving marketing, retail and technology.

"It is a constant adrenaline rush from the moment I step in the office," said Andrea Wilson, director of digital strategy and luxury practice lead at iProspect, Fort Worth, TX.

MANY THANKS to Michelle Nance for putting together this Classic Guide. Also, thank you to Tricia Carr and Erin Shea for their nominations and judging as well as the reporting on Luxury Daily.

Please read this [guide](#) cover to cover. These Luxury Women to Watch are set to distinguish themselves even further in 2013. Their work is not easy: maintaining the luxury brand's mystique while adapting to evolving market behavior.

"Luxury marketing is now evolving as quickly as its consumers," said Daphne Selzer, global brand director at St. Regis Hotels & Resorts, New York.

Mickey Alam Khan
Editor in Chief

Luxury Daily

mickey@napean.com

[Please click here to download Luxury Daily's Luxury Women to Watch 2013](#)

© Napean LLC. All rights reserved.

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