

WEBINARS

Webinar on Dec. 3: Luxury Outlook 2014: Up, Down or Flat?

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By STAFF REPORTS

Please register for Luxury Daily's free annual webinar at 2 p.m. to 3 p.m. ET on Tuesday, Dec. 3: "Luxury Outlook 2014: Up, Down or Flat?"

Luxury marketers and retailers have held their ground in a global economy still on the mend from the recent slowdown, high unemployment and growing consumer and public debt. Given this environment, what is the outlook for luxury brands in 2014?

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Luxury Daily

In this free hour-long webinar on Tuesday, Dec. 3 at 2 p.m. ET, senior executives from the Luxury Institute, Select NY and Bloomberg Pursuits will discuss what luxury marketers can expect in the year ahead, how to craft their marketing plans accordingly and what left-field surprises to expect, if any.

"Luxury marketers know that the key to sustained growth is nurturing both brand and customer," said Mickey Alam Khan, editor in chief of Luxury Daily, New York. "The coming year will bring its own opportunities and challenges as global events dictate the rise and fall of consumer confidence. Luxury brands must continue their focus on quality and exclusivity even as the siren call of market share beckons."

This **webinar** is one in a series produced by Luxury Daily to inform and educate luxury

marketers on the ins and outs of luxury marketing and retail.

Themes discussed in the webinar

- What luxury-focused brands, retailers, agencies and publishers can expect in the year ahead
- Which marketing or retail channel, if any, will be the breakout star in 2014
- Surprises ahead and how to act or react
- Lessons learned from 2013
- Crafting strategy for next year to truly embrace multichannel marketing, including social and mobile
- Three best-practice tips for luxury marketing and retailing in 2014

Panelists

Milton Pedraza, CEO, The Luxury Institute

Mike Dukmejian, publisher, Bloomberg Pursuits

Wolfgang Schaefer, global creative strategy officer, Select NY

Moderator

Mickey Alam Khan, editor in chief, Luxury Daily

Attendees to the **webinar** can request a copy of the deck.

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