



ASSOCIATION DES PROFESSIONNELS DU LUXE
THE INTERNATIONAL LUXURY BUSINESS ASSOCIATION

2015/2016 PROGRAM

09/18/2015 – DESIRE, A STRATEGY

Looking at the proliferation of Masters specializing in luxury, or giving a speech in a business school or university, allows measuring how much this sector makes the youngsters dream. However, all is not rosy in the luxury world. On the client side: experience is considered poor or even bad in many instances. On the managers side: there exists a very high turnover, and much less enthusiasm after a few years in this business...

Is it possible to deliver an exceptional customer experience without passion (passion for the brand, the product, and service) at all levels within the corporations' teams? What if the eternal question of the customer experience was not the one of CRM, omnichannel or training, but the question of management? Is the way teams are managed in the luxury corporations in line with the requirements of such a peculiar sector? Is it possible to do better?

With: Mr. **Olivier Bas** – Vice-President – Havas Worldwide – Author of "l'Envie, une stratégie" – Dunod Edition
Mr. **Pascal Armoudom** – Partner – AT Kearney

12/04/2015 – TOWARDS NO GENDER?

Since the historical feminist movements, the legitimate women's claim towards more equality has evolved. Gender theory arose and Western societies have gradually undergone rather profound changes, not always smoothly, as evidenced by the huge demonstrations in France when the law on Gay marriage was debated.

The concepts of family and couple have evolved, questioning gender roles and making again the news headlines in recent months. The effect of these changes is becoming more and more visible, fashion and luxury being impacted as well: mixed fashion shows, Selfridges A-Gender department, etc. Opportunistic use for the purpose of business? Trend doomed to remain marginal or deep upheaval of societies? In what sense? Will it lead corporations to rethink their strategies and their brands offer? What will be the consequences?

On 4 December 2015, the International Luxury Business Association is organizing a conference aiming at opening a debate on this phenomenon.

With : Mrs. **Catherine Jubin** – Founder – The International Luxury Business Association
Mrs. **Francoise Hernaez-Fourrier** - Strategic Planning Director – Ipsos Connect
Madame **Bérénice Levet** - Philosopher – author of "La théorie du genre ou le monde rêvé des anges" (Grasset)
[*The gender theory or the Angels' dream world*]



03/31/2016 – ‘THE END OF THE ASIAN LUXURY ELDORADO?’ *

A full morning conference in partnership with Ipsos, Boston Consulting Group and the BBC. Since 2013, after many years of strong growth the Chinese economy has been facing some difficulties that are not without affecting the luxury business there. Is the economic situation the only one to blame? Do the Chinese still have as much appetite for luxury? The currencies fluctuations, government measures are changing the favorite Chinese destinations for shopping, what are the new destinations? Future destinations? Is the regional economy affected by the relative decline in Chinese growth? Where are the most dynamic economies, promising markets in the area? How to adapt strategies in this highly volatile environment? Are some of the issues that will be discussed at the conference.

With : Mr. **Olivier Garnier** – Chief Economist – Société Générale Groupe
Mr. **Olivier Abtan** – Partner – Boston Consulting Group
Mrs. **Francoise Hernaez-Fourrier** - Directrice du Planning Stratégique – Ipsos Connect
Mr. **Philippe Périé** – Chief Data Officer – Ipsos
Mrs. **Lena Yang** – Managing Director – Hearst Publication China
Mrs. **Isabelle Capron** – International Vice-President – Iclde Fashion
Mr. **Frank Wu** – CEO – TTF ‘Haute-Joallerie’
Other speakers to be confirmed

With the participation de Mrs. **Zeinab Badawi** - Presenter - BBC

06/24/2016 – GENERATION Y, MILLENNIALS, I-GEN,...

After having made the headline for a while these ‘buzz words’ disappear from our vocabulary as fast as they originally spread in the media. Should we listen to generational marketing gurus, or reject it as a whole? What if generational analysis allowed us to predict preceding generations’ future attitudes and behaviors? With this regard what is there to be learnt from Millennials and i-gen?

Speakers to be confirmed

10/14/2016 – SOUTH-EAST ASIAN MARKETS (TO BE CONFIRMED)

Malaysia, Indonesia, Singapore, Thailand,.... Which are the potentially interesting markets for luxury? Who are the luxury clients in these markets, local, international? Main characteristics ? ...