

Beat: Lifestyle

## PARIS LUXURY SUMMIT in PARIS - LE BIG BANG DU LUXE

Theatre MARIGNY - Carre Marigny

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**USPA NEWS** - What is the Ultimate Luxury Nowadays ? With Almost Anything Attainable at the Click of a Button or the Swipe of aFfinger, we ask what is not ? Retailers such as Amazon, Ebay, Target and Walmart have raised the Expectation that you can get Things in Quick Time, almost Real Time. But, does quickly done mean Well Done ? It depends. When Something takes Painstakingly Long to make, the Ultimate Luxury is just that - to wait.

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While Nice Things may be Nice, the Relentless Pursuit of Material Goods leaves People feeling Empty. More Money, a Faster Car, a Brand New Dress and a Bigger House don't bring Happiness. What is striking is how Bad most of us are at predicting what will... But when People live their Lives in Concert with their Values, they are Inoculated against the Unyielding Lure of Luxury. Ask Five People what Luxury means, and you're bound to get Five Different Answers, perhaps sharing some Common Themes. Part of the Problem is that Our Notion of Luxury is changing and a Person's Cultural Background will influence how they perceive it (an Additional Challenge for Brands trying to address a Global Market).

The Understanding of Luxury :

- \* Aesthetics
- \* Premium Quality
- \* Personal History
- \* Self-Pleasure
- \* Expensiveness

For France, the Creation of Luxury Products is a part of its National History and Character. The Effect is that French Consumers see Luxury as Part of their Own Identity. For this Country, the Domestic Manufacturing of Luxury Products is Particularly Important... One of the Biggest Trends in the Modern Luxury Market is the Shifting Focus towards Experiences over Material Things. By 2022, the Boston Consulting Group predicts that Personal and Experiential Luxury alone will be a €1,135 Billion Market""a 34% Increase from 2015. This may be Partly Due to the View that Experiences are Harder to commodify : meaning they are more Likely to be Authentic. Human Elements are the Cornerstone of an Authentic Experience.

We should cultivate Millennials but not to forget the Boomers. Additionally, as part of the Luxury Consumer Base, Millennials are more prone to purchase "Services and Ephemeral Experiences over Objects and Goods." Retail is still thriving but the Way you need to approach it is Very Different Today. People don't want the Same Shopping Experience they've seen before ; they want One-Of-A-Kind, Hard-To-Find Items that no one else has ; and they want to find it in an Environment that isn't replicated anywhere else. The In-Store Shoppers may have more Time and they certainly want the Luxury Experience that goes along with the Offering. They want the Service, Attention, and most importantly the Experience that can only be had In Store.

Regarding Home Delivery, lots of Consumers are still buying but, more than a Third of Retail Customers expect Home Delivery and the Trend is growing. Also, they all fall into the Ever Important "Word of Mouth is as Important as Any Marketing". Because of the Rapidly Changing Consumer Marketplace and how the Very Idea of "Luxury" is evolving, there is an Industry Consensus that innovating with New Products, New Services, New Marketing Strategies and New Ways to engage with the Affluent Customers is Key.

PARIS LUXURY SUMMIT - LE BIG BANG DU LUXE (Théâtre Marigny in Paris, on December 11, 2018) Programme :

- Opening with Stéphane JOLIVOT - Business Intelligence Director of Luxury Division of Publicis Media & Franck PAPAZIAN - President CB Media

- Debate : "Tectonic Plates"

Bénédicte SABADIE - Associate, Leader Retail & Luxury at Deloitte & Pierre-Edouard MARTIAL Director Lifestyle and Luxury Division at NellyRodi

- Debate : Do we need Everything to change for nothing to change ? What Type of Relation to keep with New Luxury Consumers ?

Delphine VITRY Co-Founder MAD Network & Eric VALLAT Director Fashion Brands and Accessories Richemont Group

- Speech "Sustainable Desirability" by Christine MILAN DGA Strategy Publicis Luxury

- Debate : "Purposely Experience"

Olivier GUILLET CEO Architecture & Retail Division at Lonsdale & Stanislas DE QUERCIZE Advisory Board Director at Barnes International

- Debate : "Intuitu Personae : Speed Pitching and Debate

Thomas MONDO & Alexandre KARKEGI 404 Place Vendôme & Maria R. KARUNAGARAN Founder R&K

- Debate : Welcome in the Storyproving Era

Clémence LANGE Journalist Grazia & Dorothée CONTOUR Founder JEM

- Speech "Watch Tactics" with Patrick PRUNIAUX CEO Ulysse Nardin, Girard-Perregaux (Kering)

- Debate : "Virtual Muses" New Ambassadors of GenZ

Gaïa Virtual Muse, Paris School of Luxury - Laurent LACHAZE President Wands Paris - Eric BRIONES Co-Founder Paris School of Luxury

- Debate : Transformed Societies, the New Alignment of the Planets

Malik ABU-GHAZALEH Vice-President Digital Marketing & Commerce Lancôme - Frédéric TRESAL-MAUROZ Vice-President Prodigious - Florence BELLISSON Director of Creativity Publicis Luxury

- Debate : An Immersion in the Vertical Format

Morin OLUWOLE head of Luxury Facebook & Instagram - Gary PINAGOT Director Social Media & E-Reputation Christian Diro Couture

- Speed Pitching Tech

Henri FOUCAUD Founder Hapticmedia - Luc JODET Co-Founder Arianee - Abdel BOUNANE Co-Founder Bright

- Debate : New Writing to Create

Geoffrey PEREZ Head of Luxury Snapchat - Jérôme GRANGE Director Media & Digital Guerlain

- Speech : Well Identified Luxuries with Clara CHAPPAZ VP International Lyst

- Debate : The Beautiful Story

Laurence BONICALZI BRIDIER President M Publicité - Pascal ROSELLO Marketing & Digital Parfums Manager L'Oréal Luxe

- Speech "Luxury, Attraction and Repulsion"

Sophie FONTANEL L'Obs

- Speech "Big Bang vs Silent Revolution" - Luxury ans Mass Media

Christian RIEDI Advertisers Sales Manager TF1 Publicité

- Speech : Luxury under which Influence

Nadège WINTER - "Slasheuse de Luxe" and Founder NWAAgency

- The Great Interview - Conversation with Ariel WIZMAN with Isabel MARANT Creator

- Live Magazine : Five Personalities tell their Stories

Source : Paris Luxury Summit @ TheÃtre Marigny - Carré Marigny, in Paris, on December 11, 2018

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