



UNDERSTANDING THE UHNW CONSUMER

LONDON, MAY 15
CITY GATE HOUSE

AN EVENT PRODUCED BY
LUXURYSOCIETY

IN ASSOCIATION WITH
Bloomberg

WHAT TRULY CATEGORISES AN ULTRA HIGH NET WORTH CONSUMER?

WHAT ARE THE BEST STRATEGIES FOR ATTRACTING,
ENTERTAINING AND RETAINING THIS COVETED CLIENTELE?

AN INNOVATIVE AFTERNOON FORMAT MIXING PANEL DISCUSSIONS,
BUSINESS CASES AND WORKSHOPS. SHARING THE INSIGHTS OF
LEADING LUXURY BRAND CEOS, WEALTH EXPERTS AND ENTREPRENEURS.

WITH THE CONTRIBUTION OF



UNDERSTANDING THE UHNW CONSUMER

We created Luxury Society in 2009 to bring our industry's best and brightest around a 21st century table of ideas; the digital world. As our community nears 30,000 members, we felt it was the right time to inform, connect and inspire luxury executives face-to-face.

Today we are proud to present our first Luxury Society Keynote, produced in partnership with Bloomberg. Our inaugural event seeks to define consumer wealth segments beyond popular buzzwords and to examine the role the UHNWs play in the consumption of luxury goods, with particular focus on the city of London as a key market for this elite clientele.

Our by-invitation event is open exclusively to luxury brand professionals, engineered to facilitate meaningful networking between a qualified audience. Today's content will feature insight from leading global CEOs, game-changing entrepreneurs and relevant wealth, CRM and communications experts. We are thrilled to present a truly cross-industry

selection of executives, spanning private aviation, fine spirits, haute horlogerie, luxury hospitality, fine jewellery, luxury cars, super yachts and home furnishings.

Individual workshops have been designed to draw on the collective wisdom of attendees, executives and moderators, to collaboratively formulate and share strategies for UHNW attraction and retention. Luxury specific case studies will give validation to theories and ideas. We very much hope that you will participate in our discussions and leave the event with insights and tools relevant to your business.

We are thrilled to be introducing this series to the industry, and inspiring luxury brand executives to think creatively about their UHNW clients. We thank you for your interest, participation and support on this landmark day.

The Luxury Society Team

SAVE THE DATE NEW YORK CITY, OCTOBER 15

We are pleased to announce that our Luxury Society Keynote series, produced in association with Bloomberg, will be launched in New York City on Tuesday 15th October 2013. Again we will investigate the Ultra High Net Worth Individual and the role they play in luxury consumption, with a distinct focus on the North American market and consumer.

The event will also seek to investigate the importance of New York City as a retail destination, for an increasingly global set of luxury consumers.

For those wishing to discuss partnership or speaking opportunities, or for any delegate enquiries, please contact keynote@luxurysociety.com

AGENDA

12:00 pm - Registration and Buffet Lunch

1:00 pm - **Welcome Address**

Sophie Doran, Editor-in-Chief, Luxury Society

1:05 pm - **The Promise of the UHNW Luxury Consumer**

Marc Cohen, Director, Ledbury Research
*Moderated by **Sophie Doran**, Editor-in-Chief, Luxury Society*

1:30 pm - **UHNWI's: True Citizens of the World**

Stephen Alden, CEO, Maybourne Hotel Group
Patrick Couderc, CEO, Hervé Léger UK
Jamie Edmiston, CEO Linley
Katharina Flohr, Managing & Creative Director, Fabergé

*Moderated by **Francine Lacqua**, Editor-at-Large, Bloomberg TV*

2:20 pm - Refreshments Break

2:40 pm - **Workshop: How to unlock the potential of the UHNW Globe Shoppers™**

Manelik Sfez, VP Partner & Corporate Marketing, Global Blue

3:10 pm - **UHNWI's: Expectations & Service Strategies**

Patrick Coote, Global Marketing Director, Fraser Yachts
Augustin Depardon, Director, Louis XIII
Marine Eugene, Europe Director of Sales, Netjets
Darren Gearing, VP EU, Shangri-La Hotels & Resorts

*Moderated by **Shellie Karabell**, Director, INSEAD Knowledge*

4:10 pm - Refreshments Break

4:30 pm - **Workshop: How to train sales staff to manage UHNWI expectations**

Hervé de Gouvion Saint-Cyr, Director, Luxury Attitude
Pascal O. Ravessoud, Marketing & Development Director, Fondation de la Haute Horlogerie

5:00 pm - **UHNWI's: Innovation To Inspire**

Maximillian Büsser, Founder, MB+F
Roland Iten, Founder, Roland Iten
Steve Varsano, Founder, The Jet Business

*Moderated by **Rebecca Robins**, Author, Meta-Luxury*

6.00pm - **Business Case: Aston Martin**

Markus Kramer, Marketing Director, Aston Martin

6:30pm - Cocktail Reception

CONTRIBUTING EXPERTS



BloombergPursuits is luxury lifestyle reporting tailored for an elite network of global achievers, the users of the Bloomberg Terminal.

Covering readers' passions - personal, professional and philanthropic - our storytelling entertains and inspires as it educates and indulges.

We tell our audience, a community of the world's richest men, what makes luxury worth their time and money, bringing a level of intelligence and authority only Bloomberg can deliver.

www.bloombergpursuits.com



Inventor of the Tax Free Shopping concept, today **Global Blue** is also the world's biggest publisher of tourist shopping guides and one of the world's leading suppliers of pre-travel marketing services and tourist shopping intelligence.

Global Blue's transactional tax refund database and local knowledge provides unrivalled insight into globe shoppers and their purchasing patterns.

www.global-blue.com



Ledbury Research is the leading international research agency specialising in the understanding and engaging of High Net Worth Individuals.

Bespoke consumer work spans all forms of quantitative and qualitative research, typically conducted on a multi-country basis, in wealth hubs around the world. We are pleased to be celebrating 10 years of outstanding service to the industry this year.

www.ledburyresearch.com



Luxury Attitude is a consulting and training organisation dedicated to reducing the gap between brand promise and customer experience when it comes to service.

Luxury Attitude has assisted the most prestigious hotels and luxury brands in unlocking the sales potential of their human capital.

www.luxury-attitude.com



The Fondation de la Haute Horlogerie (FHH) was established in Geneva in 2005 by the Richemont Group, Audemars Piguet and Girard Perregaux, to promote fine watchmaking internationally.

The Foundation, through its activities, fosters and promotes fine watchmaking's values of creativity, culture and tradition.

www.hautehorlogerie.org

1:05 PM - THE PROMISE OF THE UHNW LUXURY CONSUMER

The democratisation of luxury, paired with emerging middle class affluence, has forced more complex segmentation of 'the wealthy'. Beyond buzzwords, what truly constitutes an 'Ultra High Net Worth Individual?' And in times of economic uncertainty, why should this segment be a priority target for luxury brand marketers.



Marc Cohen, Director, Ledbury Research

Marc Cohen is one of the founding Directors of Ledbury Research, an international market research firm specialising in understanding and engaging High Net Worth Individuals, on behalf of wealth managers, luxury and prestige brands. Marc has worked closely with many of Ledbury's key luxury sector clients, spanning both research and advisory projects.

Marc is a regular and respected speaker in the luxury industry, and frequently quoted in trade and international press on trends. Before Ledbury, Marc worked for Forrester Research, the global consumer technology consultancy, in London and Amsterdam, where he was responsible for their quantitative consumer research unit in Europe.

www.ledburyresearch.com



Sophie Doran, Editor-in-Chief, Luxury Society

Sophie Doran is the Paris-based editor-in-chief of Luxury Society, an online news and analysis resource and B2B professional networking community of nearly 30,000 executives. Luxury Society aims to inform and connect its members, by facilitating a forum for debate, collaboration and the creation of outstanding business opportunities.

Prior to joining Luxury Society, Sophie completed her MBA in Melbourne, Australia, with a focus on luxury brand dynamics and leadership. Simultaneously she worked in management roles for several luxury retailers and global brands. She now oversees all editorial activities on Luxury Society and is responsible for the content direction of Luxury Society Keynote.

www.luxurysociety.com

1:30 PM - UHNWI'S: TRUE CITIZENS OF THE WORLD

UHNWI's increasingly lead season-driven lives, tied less and less to specific countries, consuming luxury across the globe. Product and service propositions between cities are no longer based exclusively on local taste, and service standards must be truly global. How are leading luxury brand CEO's managing these stateless and super-rich UHNW consumers?



Stephen Alden, CEO, Maybourne Hotel Group

Stephen Alden is CEO of Maybourne Hotel Group, a position he has held since 2006, he also sits on the company's Board of Directors. Maybourne Hotel Group owns and manages Claridge's, the Connaught and the Berkeley, three of the world's most legendary five-star hotels, located in the heart of London. The group is committed to delivering authentic and unique guest experiences that reflect the individual nature of its hotels, its guests and its staff whilst maintaining a timeless elegance and intuitive service style that are the hallmarks of its properties.

Immediately prior to joining Maybourne, Stephen led the St. Regis and Luxury Collections brand teams at Starwood based in New York. Between 1996 and 2003 he was part of the transition team when ITT Sheraton acquired Ciga Hotels, ultimately taking on the role of Vice President, Director of Operations for Italy and Malta, based in Rome.

www.maybournehotels.com



Patrick Couderc, CEO, Hervé Léger UK

Patrick Couderc was appointed CEO of MJH fashions Ltd operating the iconic brand Hervé Léger in London, in January 2011. Hervé Léger pioneered the body-con look in the 1980's and the name has been synonymous with glamour and sensuality since its inception in 1985. The label was acquired by BCBG MAX AZRIA GROUP in 1998, and re-launched by Max and his wife Lubov in 2007, when a new collection maintaining the couturier's original style whilst evolving under this new vision.

Patrick started his professional life in the luxury hospitality industry after graduating from Ecole Hoteliere Jean Drouant in Paris and continued to work in the sector until 1988 when he began a new career in retail. He has held various roles in Planning, Buying and Product Development with a number of international textile and men's apparel companies, including Thomas Pink and Liz Claiborne International.

www.herveleger.com



Jamie Edmiston, CEO, Linley

Jamie Edmiston is Chief Executive of Linley and also serves as a director of Edmiston the yachting company. David Linley founded his eponymous business in 1985 with the aim of designing and manufacturing furniture of the highest quality. Some 28 years on, the now well established British design company LINLEY enjoys prominence as both a retail and bespoke business specialising in the design and production of furniture, upholstery, interiors and home accessories of a superlative quality.

Jamie joined Edmiston in January 2001 after an early career as a brand consultant specialising in the luxury sector. He has been the driving force behind the Edmiston brand, masterminding the re-launch of the company's corporate identity, and negotiating all of the company's marketing and strategic relationships. Jamie is widely acknowledged as being a marketing and brand pioneer within the yachting industry.

www.davidlinley.com



Katharina Flohr, Managing & Creative Director, Fabergé

Katharina Flohr is Managing and Creative Director of Fabergé and is responsible for defining both the creative and business blueprints. Fabergé was re-launched in 2009 to create extraordinary jewelled masterpieces for a new generation of devotees. Katharina joined the founding team of Fabergé as creative director in 2008, and added the mantle of managing director in 2011. She is intimately involved in setting design direction and in ensuring new creations are true to Fabergé's heritage of excellence in creativity, design and craftsmanship.

Katharina's previous experience includes a career in fashion journalism, first at W Europe, leading to her appointment as Fashion Director for the re-launch of Cosmopolitan Germany. She went on to become Founding Fashion Director of Russian Vogue (based in Moscow), launching in a challenging emerging market in 1998 followed by Vogue Hellas, based in Athens. In 2001 she moved to London to become Fashion and Jewellery Editor of Tatler.

www.faberge.com



Francine Lacqua, Editor-at-Large, Bloomberg TV

Francine Lacqua is a London-based anchor and editor-at-large for Bloomberg Television. She hosts weekday program, «On the Move with Francine Lacqua,» where she reports from major events around the world and interviews key global political, economic and business leaders. Lacqua also co-hosts «The Pulse with Guy Johnson,» covering top international business, economic and market-moving stories. Lacqua also hosts, «Eye to Eye», now in its third series, where she sits down with top CEOs, entrepreneurs and public figures inside London icon, the London Eye.

Since joining Bloomberg in 2000, Lacqua has covered the World Economic Forum in Davos, IMF in Washington, G20 meetings, the EU Leaders Summit and OPEC. She also led Bloomberg Television's coverage of the Italian and French elections where she was one of the first international reporters to interview cabinet members.

www.bloomberg.com/tv

2:40 PM - WORKSHOP: HOW TO UNLOCK THE POTENTIAL OF THE UHNW GLOBE SHOPPERS™

Here Manelik Sfez, vice president, Global Blue will share key insights on UHNW global shopping habits based on their global network of transactions and research.



Manelik Sfez, VP Partner & Corporate Marketing, Global Blue

Manelik Sfez is Vice President, Partner and Corporate Marketing at Global Blue. Thirty years ago, Global Blue introduced the concept of Tax Free Shopping and now commands the world's largest network of refund points, servicing over 55,000 travellers every day. The company has since diversified into providing market intelligence, direct promotions, currency management and publishing.

Manelik is responsible for brand and trade marketing in countries across Europe, North Africa, Asia Pacific and the Americas, targeting international travellers, banks, financial partners and merchants. Mr Sfez joined Global Blue in 2006 from branding agency EssenceDesign, where he was Director, Client Consulting with responsibility for developing its brand positioning consultancy with Swiss and International clients. Prior to EssenceDesign Mr Sfez worked for Private Bank Lombard Odier, joining as Head of Advertising in 1998.

www.global-blue.com

3:10 PM - UHNWI'S: EXPECTATIONS & SERVICE STRATEGIES

Realising the power of UHNWI's, luxury brands are dedicating staff members to the attraction and retention of this elite consumer group. From an operational perspective, what are the expectations of UHNWI's when it comes to service?



Patrick Coote, Global Marketing Director, Fraser Yachts

Patrick Coote has served as the Global Marketing Director of Fraser Yachts in Monaco since 2007, where he has overall responsibility for the entire marketing strategy and regional development. Fraser Yachts is the world's leading, full-service yachting company, with a team of 140 professionals in 14 different offices, ready to support, advise and assist clients in every aspect of luxury yacht ownership and operation. This includes sales, charter, management, new construction and crew recruitment.

Patrick has spent over 19 years in international, strategic sales and marketing with 14 years at Director level. His broad experience within the luxury sector includes publishing, exhibitions, the development and operation of luxury spas and health clubs as well as extensive knowledge of the global superyacht industry. Since 2010 he has also been a Director of Yachtique, a division of the Azimut Benetti Group with direct responsibility for a diverse range of service companies.

www.fraseryachts.com



Augustin Depardon, Director, Louis XIII

Since 2003, Augustin Depardon has led the sales and marketing development of Louis XIII on a global basis, significantly expanding its equity and sales throughout the world. He has also served as the Communication Director of the House of Rémy Martin since 2010. Louis XIII, Grand Champagne Cognac, is a unique blend of 1200 eaux-de-vie aged up to a century.

Augustin Depardon has gained extensive experience and knowledge in the spirit industry, working both at the distributor level (LVMH) and at the brand owner level (Rémy Cointreau) since 1993. Louis XIII Rare Cask 43.8° is his key achievement, created thanks to the know-how of the cellar Master Pierrette Trichet and a miracle of nature. In 2011, he was delighted to introduce Louis XIII Le Jeroboam worldwide, a piece of luxury and craftsmanship.

www.louisxiii.com



Marine Eugene, Europe Director of Sales, NetJets

Marine Eugene was appointed Director, Sales for NetJets Europe in February 2012, a role in which she is responsible for all field sales activity. NetJets Europe, backed by Warren Buffett's Berkshire Hathaway group, is the leading business aviation company in Europe. With around 130 aircraft, NetJets Europe operates four times as many aircraft as the next largest business aviation company and flies its 1,350 customers to more than 5,000 airports around the world.

Marine has worked at NetJets Europe for over ten years, holding positions of Executive Vice President for the French, Belgian, Luxembourgian and North and West African markets; Senior Vice President for card sales in Paris, Northern France and Belgium; as well as Sales Consultant for France. Prior to joining NetJets Europe, Marine Eugene worked as Sino-French Business Director at D.B. Schenker Ltd, based in their Shanghai office.

www.netjets.com



Darren Gearing, VP EU, Shangri-La Hotels & Resorts

Darren Gearing is responsible for Shangri-La hotels in Europe and North America, a cluster role that currently consists of properties in Paris, Istanbul, Toronto, Vancouver and London. The Hong Kong-based group currently owns and/or manages 78 hotels under the Shangri-La, Kerry and Traders brands with an inventory of over 32,000 rooms. It's substantial development pipeline including projects in Mainland China, India, Malaysia, Mongolia, Philippines, Qatar, Sri Lanka, Turkey and United Kingdom.

Darren has worked with Shangri-La for 21 years, previously based in Hong Kong, Beijing and Singapore. Previously he worked as vice president and general manager at Island Shangri-La, Hong Kong, overseeing Hong Kong, Beijing and Inner Mongolia. In 2005, the Beijing Government recognised Darren as one of seven "Foreign Experts of the Year.

www.shangri-la.com



Shellie Karabell, Director, INSEAD Knowledge

Shellie Karabell has spent more than 40 years in international broadcast journalism, including executive news and management positions in her native USA, Europe, the USSR/Russia and the Middle East for ABC/WTN, Dow Jones Broadcast, and CNBC. In these capacities she was responsible for news coverage, management of bureau personnel, and budgets of several million dollars. She is currently the director of INSEAD Knowledge.

INSEAD is one of the world's leading and largest graduate business schools, with campuses in Europe (France), Asia (Singapore) and Abu Dhabi, INSEAD's business education and research spans the globe. 145 renowned Faculty members from 35 countries inspire more than 1,000 degree participants annually in our MBA, Executive MBA, specialised master's and PhD programmes. In addition, more than 9,000 executives participate in INSEAD's executive education programmes each year.

www.insead.edu

4:30 PM - WORKSHOP: HOW TO TRAIN SALES STAFF TO MANAGE UHNWI EXPECTATIONS

How can luxury brands ensure their staff maintain the right levels of product expertise, impeccable service and cultural sensitivity across the globe? Here Hervé de Gouvion Saint-Cyr and Pascal O. Ravessoud will share best-practice training methods for serving UHNW clientele.



Hervé de Gouvion Saint-Cyr, Director, Luxury Attitude

Hervé de Gouvion Saint Cyr is a director of Luxury Attitude, a consulting and training organization dedicated to the luxury hospitality and retail industries. Hervé began his career in the hospitality industry with Concorde Hotels Group, where he worked for nine years, both at the Hotel Lutetia Paris and then at the Hotel Ambassador as Director of Sales and Marketing.

He joined the Dorchester Collection, where he worked for six years as the Director of Sales at the Hotel Plaza Athénée Paris. While in this role, he became acquainted with and received his first training from Luxury Attitude. After this experience, he then decided to give a new direction to his career by joining Luxury Attitude as a Guest Relations Manager and Consultant.

www.luxury-attitude.com



Pascal O. Ravessoud, Marketing & Development Director, FHH

Pascal O. Ravessoud is the development director of the Fondation de la Haute Horlogerie (FHH), developing and launching all its activities on a global scale. The Richemont Group, Audemars Piguet and Girard Perregaux established the FHH in Geneva in 2005 to promote Fine Watchmaking internationally. The foundation serves to protect the history, culture, expertise and technology of watchmaking, train fine watch professionals and affirm its role as a think tank for the industry.

Prior to joining FHH, Pascal served as the marketing manager at Harry Winston for three years, overseeing all PR and communications initiatives as well as development of a global training program. Today at the FHH he is also responsible for developing the base of partner brands from Richemont, LVMH, Kering and other independents.

www.hautehorlogerie.org

5:00 PM - UHNWI'S: INNOVATION TO INSPIRE

As the democratisation of luxury continues, innovators and entrepreneurs are finding success creating niche products aimed exclusively at UHNWI's, often disrupting the way consumers think about traditional luxury products. Here we discover why they chose to target this top consumer group and their experience in servicing these discerning clients.



Maximillian Büsser, Founder, MB+F

Maximilian Büsser is the founder of MB&F, launched in 2005 as an artistic and micro-engineering concept laboratory in which collectives of independent horological professionals are assembled each year to design and craft radical Horological Machines. Respecting tradition without being shackled by it enables MB&F to act as a catalyst in fusing traditional, high-quality watchmaking with cutting-edge technology and avant-garde three-dimensional sculpture.

Prior to launching MB&F, he served as the Managing Director of Harry Winston Rare Timepieces in Geneva for seven years, developing the company into a fully-fledged and well-respected haute horlogerie brand, increasing turnover by 900%. His first employer, Jaeger-LeCoultre, nurtured Maximilian Büsser's love for high-end horology. During his seven years in the senior management team during the 1990s, JLC strongly increased its profile and multiplied its turnover by a factor of ten.

www.mbandf.com



Roland Iten, Founder, Roland Iten

Roland Iten gained his respected name in the design industry through years of inventing for many widely known brands. The Roland Iten Mechanical Luxury Company (RIML) was founded in 2007 in Lausanne, Switzerland. The company successfully commercialises mechanically performing accessories for Gentlemen, most notably in mechanically performing belt buckle calibres.

Roland Iten, the living creator of the brand, is largely noted as the “pioneer” of mechanical luxury, as he was the first to use Swiss Watch-making machinery to create mechanically performing objects that are not watches.

He has applied his competences in a variety of business sectors from industrial products to luxury goods. In the Swiss Fine Watch-making industry Roland has collaborated with Harry Winston, Jaeger-LeCoultre, Greubel Forsey and Vacheron Constantin. Throughout his career, he has created ground-breaking projects for Alfred Dunhill, Bally, Bugatti, Mercedes-Benz, and Swissair.

www.rolanditen.com



Steve Varsano, Founder, The Jet Business

Steve Varsano is the founding director of The Jet Business, the world's first street-level corporate aviation showroom. His 30-year career in has seen him build a dynamic business empire in the aviation industry, with over 300 sales to date worth \$4 billion. His extensive expertise and knowledge of the corporate aviation market has positioned him as an internationally regarded industry authority.

Steve began his aviation career with the American Association of Airport Executives and as the Special Assistant to the President of the General Manufacturers Association and oversaw the Statistical Forecasting Committee and the Airport and Airways Committee. He has also served as President and senior executive positions for a number of private equity companies and the companies they controlled in various industries in America, Russia and Europe. Varsano currently sits on the Board of Directors for EXOJET and Virgin Galactic.

www.thejetbusiness.com



Rebecca Robins, Author, Meta-Luxury

Rebecca Robins is European Director for Interbrand, responsible for EMEA and LatAm. She is also the co-author of Meta-luxury: Brands and the Culture of Excellence, co-authored with Manfredi Ricca in 2012. Meta-luxury sets out to define the ultimate meaning of true luxury, exploring it as both a culture and business model. Through the concept of Unique Achievement and the pillars of Craftsmanship, Focus, History and Rarity, the authors examine what is at the heart of true luxury and its implications for brand and business management.

Rebecca has extensive experience in branding, having worked with a diverse range of clients across a number of industries. She has worked in both the New York and London offices of Interbrand. Launched in 1974, Interbrand has worked to change the world's view of branding and brand management by creating and managing brands as valuable business assets and making the brand central to the business's strategic aims.

www.meta-luxury.net

6.00PM - BUSINESS CASE: ASTON MARTIN

2013 marks the Centenary of Aston Martin Lagonda Ltd. In celebrating, the iconic British luxury brand has undertaken a year-long schedule of events and initiatives, celebrating not only its heritage but also its UHNW clientele.



Markus Kramer, Marketing Director, Aston Martin

Markus Kramer is the global marketing director of Aston Martin Lagonda Ltd, an expert in professionalizing luxury brands. Together with his team he helps Aston Martin build, scale and deliver its fascinating brand to more people in more places around the world. Markus began his career in architecture but quickly decided to combine and apply his architectural skills with commercial focus for the benefit of building, professionalizing and strengthening great brands.

His previous work spans seven years of brand-, marketing- and retail development for the Harley-Davidson Motor Company as well as many years in Marketing & Sales positions at other brands, covering the entire brand spectrum from mass to premium to luxury.

www.astonmartin.com

LUXURYSOCIETY

Connecting, informing and inspiring the world's leading luxury professionals



Luxury Society informs and connects CEOs, managers, journalists, consultants, designers and analysts from across the luxury sector, in industries as varied as fashion, design, art, jewelry and timepieces, beauty, travel and hospitality, yachting, private aviation, automotive, private banking, real estate and personal services.

231 RUE SAINT-HONORÉ – 75001 PARIS, FRANCE – WWW.LUXURYSOCIETY.COM

MEMBERSHIP@LUXURYSOCIETY.COM