

# UNDERSTANDING THE UHNW CONSUMER

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NEW YORK, OCT 15  
BLOOMBERG TOWER

AN EVENT PRODUCED BY

LUXURYSOCIETY

IN ASSOCIATION WITH

**Bloomberg**

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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

R.A. PRINCE  
& ASSOCIATES, INC.



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# UNDERSTANDING THE UHNW CONSUMER

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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 second Luxury Society Keynote, produced in partnership with Bloomberg. Our innovative 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 New York 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, marketing and communications experts.

We are thrilled to present a truly cross-industry selection of executives, spanning private aviation, wines, art, haute horlogerie, luxury hospitality, fine jewellery, luxury cars 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. 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.

The Luxury Society Team

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## COMING SOON

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## PARIS, FRANCE

We are pleased to announce that our next Luxury Society Keynote will take place in Paris, France. Our focus will be on the role Paris as a city plays in the consumption of luxury, from its iconic Palace hotels to its landmark department stores and retail clusters. The afternoon will also investigate the role incoming tourism plays in the luxury economy and how best to attract and serve a changing wave of tourists to France's capital.

The exact date will be announced soon. For those wishing to discuss partnership or speaking opportunities, or for any delegate enquiries, please contact: [keynote@luxurysociety.com](mailto:keynote@luxurysociety.com)

## AGENDA

12:00 pm - Registration and Buffet Lunch

12:55 pm - **Welcome Address**

1:00 pm - **What Defines an UHNW Individual?**

**Russ Alan Prince**, President, R.A. Prince & Associates  
*Moderated by **Douglas Gollan**, Group President, Elite Traveler*

1:30 pm - **How Do You Find UHNW Individuals?**

**Henri Barguirdjian**, President & CEO, Graff Diamonds, Americas  
**Meredith Dichter**, Global Brand Marketing Director, The Luxury Collection, Starwood Hotels & Resorts  
**Larry Warsh**, Founder, AW Asia  
**Philip A. White**, President, Sotheby's International Realty  
*Moderated by **Shellie Karabell**, Director, INSEAD Knowledge*

2:20 pm - Refreshments Break

2:40 pm - **Engaging Your Future Key Revenue Clients Through Bespoke Marketing**

**David Friedman**, President, Wealth-X  
*Moderated by **Sophie Doran**, Editor-in-Chief, Luxury Society*

3:10 pm - **How Do You Serve UHNW Individuals?**

**Hortense Bernard**, General Manager, Millésima USA  
**Ricky Sitomer**, CEO, Blue Star Jets  
**Andrea Soriani**, Director of Marketing, Maserati  
*Moderated by **Sophie Doran**, Editor-in-Chief, Luxury Society*

4:00 pm - Refreshments Break

4:20 pm - **Strategies for Attraction & Retention**

**Engaging UHNW Luxury Consumers with Haute Brand Events** by **Thomas Serrano**, President, Havas Luxe Events  
**Training Sales Staff to Manage UHNWI Expectations** by **Hervé de Gouvion Saint-Cyr**, Director, Luxury Attitude  
**Engaging the UHNW Luxury Consumer Online** by **Rony Zeidan**, Founder, Chief Creative Officer, RO New York

5:10 pm - **How Do You Inspire UHNW Individuals?**

**Caroline Brown**, President, Carolina Herrera  
**Maximillian Büsser**, Founder, MB+F  
**Jamie Edmiston**, CEO, Linley  
*Moderated by **Ted Moncreiff**, Editor-in-Chief, Bloomberg Pursuits*

6:00pm - **What I Know About UHNW Individuals**

**Bill Fischer**, Founder & CEO, Fischer Travel

6:15pm - Cocktail Reception

## CONTRIBUTING EXPERTS



Bloomberg Pursuits 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](http://www.bloombergpursuits.com)



Russ Alan Prince, president of **R.A. Prince & Associates**, is internationally recognized as one of the foremost authorities on the private wealth industry. He consults with the financial elite and the professionals who work with them. A prolific writer, he's penned more than forty books including, Profitable Brilliance and The Family Office. He is a founder and the Executive Director of Private Wealth magazine and writes the Serious Money column on Forbes.com.

[www.russalanprince.com](http://www.russalanprince.com)



**Wealth-X** is the global UHNW prospecting, intelligence and wealth due diligence firm. Wealth-X's team has a passion for partnering with our clients to develop successful strategies to connect with UHNW individuals.

Wealth-X is the first organisation to focus exclusively on UHNW intelligence, research and insights to support Luxury, Wealth Management, Educational Institutions and Philanthropy professionals working with the ultra affluent.

[www.wealthx.com](http://www.wealthx.com)



From multi-stage global campaigns that unfold over months to an intimate private event that takes place in a single city, **Havas Luxe Events** tailors strategies to support each client's marketing, branding, or sales goals.

The agency has worked with Dom Pérignon, Elizabeth Arden, Hugo Boss, IWC Schaffhausen, Breitling, Rémy Cointreau, Swarovski, and THE ROW.

[www.havasluxeevents.com](http://www.havasluxeevents.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](http://www.luxury-attitude.com)



**RO New York** employs a thought-driven team of brand architects who push boundaries and continually strive for brilliance. The agency's campaigns and product launches reflect an instinctive understanding of the way culture works, by making targeted connections with a universal voice and polished design. Their incubator division allows for experimental development of new brands within the agency with talented storytelling and creative strategy. As a boutique full-service agency, RO New York limits its client base to a select group that allows personalization of each experience.

[www.ro-ny.com](http://www.ro-ny.com)

## 1:00 PM - WHAT DEFINES AN UHNW INDIVIDUAL?

Beyond buzzwords, what truly constitutes an 'Ultra High Net Worth Individual?' Who are they, where do they live and how much spending power do they yield?



**Russ Alan Prince, President, R.A. Prince & Associates**

Russ Alan Prince, president of R.A. Prince & Associates, is internationally recognized as one of the foremost authorities on the private wealth industry. He consults with the financial elite and the professionals who work with them, developing educational programs for both audiences.

A prolific writer, Russ has penned more than forty books including, Profitable Brilliance and The Family Office. He is a founder and the Executive Director of Private Wealth magazine and writes the Serious Money column on Forbes.com.

[www.russalanprince.com](http://www.russalanprince.com)



**Douglas Gollan, President, Elite Traveler**

Douglas Gollan is Group President and Co-Founder of Elite Traveler Media Group, launched in 2001, based in New York. The company publishes Elite Traveler, the private jet lifestyle magazine, with BPA audited distribution in over 100 countries worldwide by private jet.

The group also publishes an Asia Edition of Elite Traveler, Elite Traveler Superyachts, Elite Traveler Hotels/Resorts/Spas Annually, Elite Traveler Annual Watch Guide, Jewellery Guide and hosts over 60 Destination Guides for UHNW consumers at Elitetraveler.com

[www.elitetraveler.com](http://www.elitetraveler.com)

## 1:30 PM - HOW DO YOU FIND UHNW INDIVIDUALS?

The ultra affluent are notoriously difficult to reach, let alone find. So how are luxury brands working to locate and target the UHNW consumer? Which marketing strategies resonate best with this discerning consumer?



### Henri Barguirdjian, President & CEO, Graff Diamonds, Americas

Henri Barguirdjian was appointed president and CEO of GRAFF, Americas in 2000, opening GRAFF's first U.S. flagship store on Madison Avenue in 2001. Since, Mr. Barguirdjian has expanded the U.S. operation to include six GRAFF boutiques and four shop-in-shops with Saks Fifth Avenue. Prior to joining GRAFF, Mr. Barguirdjian served as president and CEO of Van Cleef & Arpels North America, simultaneously serving as chairman of Comité Colbert.

Laurence Graff OBE founded Graff Diamonds in 1960. Today, after more than five decades at the pinnacle of the luxury jewellery industry Graff continues to push the boundaries of ever-greater innovation and excellence. Graff is involved in every stage of the jewellery making process – from the sourcing of each rough stone, right through to the cutting, polishing and final setting of each exquisite jewel.

[www.graffdiamonds.com](http://www.graffdiamonds.com)



### Meredith Dichter, Global Brand Marketing Director, The Luxury Collection

Meredith Dichter is the Global Brand Marketing Director for The Luxury Collection which, with 85 hotels, is Starwood's largest luxury brand. Under Meredith's strategic direction, The Luxury Collection has launched the Global Explores program, enlisting influencers who share the brand's passion for travel and indigenous experiences, and created a partnership with Assouline Publishing which resulted in six Destination Guides.

Most recently, Meredith was instrumental in marketing efforts around the reopening of some of the most iconic hotels in Europe which were unveiled after a \$200 million restoration: Prince de Galles (Paris), Gritti Palace (Venice), Hotel Maria Cristina (San Sebastian), and Hotel Alfonso XIII (Seville). In her role as Global Brand Marketing Director, Meredith leads the brand immersions for new owners/ developers to ensure marketing programming and brand messaging is consistent throughout the portfolio.

[www.theluxurycollection.com](http://www.theluxurycollection.com)



### Larry Warsh, Founder, AW Asia

Larry Warsh has been involved in the art world for more than thirty years. He possesses an extensive professional background that includes publishing, collecting, advising, and organizing exhibitions of both Western and Chinese contemporary art. Warsh was the founder, president, and CEO of The Art Knowledge Corporation, which was acquired by LTB Holdings, the parent company of Art & Auction and Gallery Guide, in 2007. Warsh is also the founder of Museums Magazine.

Since 2000, Warsh has focused on collecting and promoting contemporary Chinese art. In 2007 he founded AW Asia, a private organization dedicated to the promotion of Chinese contemporary art through institutional loans and museum acquisitions, curatorial projects, publishing, and educational programs. In 2009 he founded Jing Daily, a website devoted to the business of luxury and culture in China.

[www.awasiany.com](http://www.awasiany.com)



### Philip A. White Jr, President & CEO, Sotheby's International Realty

Philip A. White, Jr., president and chief executive officer of the Sotheby's International Realty® brand is responsible for the network's strategic growth as a leading provider of luxury residential real estate services. Philip formerly served as chief operating officer from 2004, overseeing the global brand's operations, business growth, servicing platform, and membership sales process. He was promoted to president and chief operating officer in April 2010.

Founded in 1976 to provide independent brokerages with a powerful marketing and referral program for luxury listings, the Sotheby's International Realty network was designed to connect the finest independent real estate companies to the most prestigious clientele in the world. Sotheby's International Realty Affiliates LLC supports its affiliates with a host of operational, marketing, recruiting, educational and business development resources.

[www.sothebysrealty.com](http://www.sothebysrealty.com)



### Shellie Karabell, Former 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 most recently served as the director of INSEAD Knowledge.

In 2004 she created her own production company in Southern California and produced a weekly business news and public affairs program aired on Time Warner Cable. She has been a member of the Executive Committee of Women in Film and Television and a member of the Board of the Foreign Affairs Council of the Desert. She also moderates business and investment conferences and runs corporate media and crisis communications training.



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## 2:40 PM - ENGAGING YOUR FUTURE KEY REVENUE CLIENTS THROUGH BESPOKE MARKETING

How can luxury brands better understand the UHNWI? Where do they spend? What do they buy? How is this changing? How can luxury brands navigate the diversity of this complex consumer segment?



### David Friedman, President, Wealth-X

David Friedman is the co-founder and president of Wealth-X, the world's leading provider of wealth intelligence for luxury brands, private banks and not-for-profit organisations. Prior to co-founding Wealth-X, Mr. Friedman spent several years as Managing Director at CB Richard Ellis advising global Fortune 500 companies and sovereign wealth funds.

Wealth-X is the global ultra high net worth (UHNW) prospecting, intelligence and wealth due diligence firm. Wealth-X's team has a passion for partnering with our clients to develop successful strategies to connect with UHNW individuals. Headquartered in Singapore, the company has offices in Beirut, Budapest, Guangzhou, Hong Kong, Kuala Lumpur, London, Lugano, Madrid, Mexico City, Mumbai, New York and Sydney.

[www.wealthx.com](http://www.wealthx.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 that unites all sectors of the luxury industry. 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, whilst simultaneously working in management roles for several luxury retailers. She now oversees all editorial activities on Luxury Society and is responsible for the content direction of Luxury Society Keynote.

[www.luxurysociety.com](http://www.luxurysociety.com)

# LUXURYSOCIETY

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



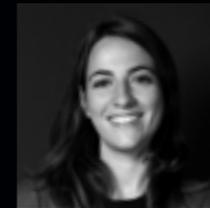
Luxury Society informs and connects CEOs, managers, journalists, consultants, designers and analysts from across the luxury sector, in industries as varied as fashion, design, art, jewelry and timepieces, beauty, travel and hospitality, yachting, private aviation, automotive, private banking, real estate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

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[MEMBERSHIP@LUXURYSOCIETY.COM](mailto:MEMBERSHIP@LUXURYSOCIETY.COM)

## 3:10 PM - HOW DO YOU SERVE UHNW INDIVIDUALS?

What do UHNW consumers expect when it comes to service? How are luxury brands working to ensure their loyalty? What are the most important factors in retaining UHNW clients?



### Hortense Bernard, General Manager, Millésima USA

After completing her Masters degree in business at the EDHEC Business School in France, Hortense Bernard began her career in the wine and spirit industry, working for Moët Hennessy Diageo as a brand manager in Paris. She then worked, again as a brand manager, for a promotion and communication company before deciding to join Millesima – the family company – and seek out new challenges in the American market. Millesima USA was established in 2006 by its parent company Millésima S.A., created in 1983 by Patrick Bernard, the undisputed European leader in mail order fine wines sales.

Hortense first joined Millesima USA LLC in 2010 as Marketing Manager with an aim to develop and implement online strategies. As of June 2012 she has been the General Manager of the US branch and she is proud to bring her family's philosophy and passion for Bordeaux wine, as well as their dedicated customer service, to the USA.

[www.millesima.com](http://www.millesima.com)



### Ricky Sitomer, CEO, Blue Star Jets

Blue Star Jets is the largest broker of private jets for hire, under United States Federal Aviation (FAA) regulation Part 135, offering its clientele unparalleled service and the ultimate in luxury and convenience. With access to operators of the largest networks of luxury flights, Blue Star Jets arrange access to the ideal private jet for any given charter flight to any destination in the world with as little as four hours notice.

Ricky is a career entrepreneur. He started Blue Star Jets in 2001. Since then Blue Star jets has done in excess of \$1 billion in sales. Blue Star jets has offices in New York, Los Angeles, Chicago, Princeton NJ, Ft Lauderdale, London, South Africa, and various other reps all over the world. The company's success is based on its marketing campaigns and it's ability to be completely flexible in an ever changing environment.

[www.bluestarjets.com](http://www.bluestarjets.com)



### Andrea Soriani, Director of Marketing, Maserati

Officine Alfieri Maserati was founded in 1914 in Bologna, Italy. Since then, Maserati has played a consistently important role in the history of sports and luxury car culture and its development. Maserati is a marque that began life in a local context but then went on to become a major international player, with representation in 61 countries.

Acquired by Ferrari in 1997, Maserati aims to more than double sales in 2013 with a new version of its flagship sedan, the Quattroporte, the first in a series to mark the (\$1.6 billion) relaunch of the brand. Andrea Soriani has served as the Director, Brand Marketing at Maserati North America for 10 years.

[www.maserati.com](http://www.maserati.com)

## 4:20 PM - STRATEGIES FOR ATTRACTION & RETENTION

In a bid to better facilitate collaboration between speakers and delegates during LS Keynote events, we have designed workshop sessions, where the plenary will break out into smaller groups. Each group will investigate various marketing and service strategies for UHNWI's with leading experts in the field.

### 1- Engaging UHNW Luxury Consumers with Haute Brand Events



#### **Thomas Serrano, President, Havas Luxe Events**

Thomas Serrano is the founder of Havas Luxe Events, a New York-based agency specialising in the conceptualisation and production of haute brand experiences – one-of-a-kind events designed to elevate the emotional experience of brands in uniquely creative ways.

From multi-stage global campaigns that unfold over months to an intimate private event that takes place in a single city, the agency tailors strategies to support each client's marketing, branding, or sales goals. Havas Luxe Events has worked with Dom Pérignon, Elizabeth Arden, Hugo Boss, IWC Schaffhausen, Breitling, Rémy Cointreau, Swarovski, and THE ROW.

[www.havasluxeevents.com](http://www.havasluxeevents.com)

### 2- Training Sales Staff to Manage UHNWI Expectations



#### **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](http://www.luxury-attitude.com)

### 3- Engaging the UHNW Luxury Consumer Online



#### **Rony Zeidan, Founder, Chief Creative Officer, RO New York**

Before founding RO New York, Rony Zeidan, previously the VP Global Creative Director of Ralph Lauren Fragrances, has held creative roles at Donna Karan, LVMH, and in New York Advertising agencies. Driven by the desire to bridge the client expertise of nurturing and protecting a brand's core equities, with the agency proficiency of communicating those core attributes, Rony establishes an innovative design studio specializing in sophisticated brand development.

RO New York employs a thought-driven team of brand architects who push boundaries and continually strive for brilliance. The agency's campaigns and product launches reflect an instinctive understanding of the way culture works, by making targeted connections with a universal voice and polished design. Their incubator division allows for creative experimentation and start--from-scratch development of new brands with integral storytelling and creative strategy. As a boutique full-service agency, RO New York limits its client base to a select group that allows personalization of each experience.

[www.ro-ny.com](http://www.ro-ny.com)

## 5:10 PM - HOW DO YOU INSPIRE UHNW INDIVIDUALS?

Many UHNW luxury consumers have seen and experienced it all, so how are luxury brands working with innovation to capture their attention? Why is creativity paramount when it comes to developing products and brands for these consumers?



**Maximilian 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](http://www.mbandf.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](http://www.davidlinley.com)



**Caroline Brown, President, Carolina Herrera**

Caroline Brown is President of Carolina Herrera, a luxury fashion house headquartered in New York. As President, she manages all aspects of the global business, founded by Carolina Herrera in 1981. Prior to this Caroline served as Chief Executive Officer of Akris, Inc, a Swiss luxury fashion house. Caroline also spent over a decade working for Giorgio Armani Corporation in several roles including Senior Vice President of Communications & Marketing.

[www.carolinaherrera.com](http://www.carolinaherrera.com)



**Ted Moncreiff, Editor-in-Chief, Bloomberg Pursuits**

Ted Moncreiff is the Editor of Bloomberg Pursuits magazine, the quarterly global lifestyle luxury publication from Bloomberg Markets magazine. Moncreiff is one of luxury lifestyle journalism's fastest rising stars. He worked for Condé Nast Traveler for 15 years, including four years as executive editor. Following that, he was executive editor at Newsweek, and then executive editor and content strategist at W magazine. Moncreiff was most recently the editorial director of Condé Nast IDeactive, the company's custom publishing division.

[www.bloombergpursuits.com](http://www.bloombergpursuits.com)

## 6:00 PM - WHAT I KNOW ABOUT UHNW INDIVIDUALS

As the founder of member's only Fischer Travel, a full-service lifestyle management company with an activation fee of \$100,000, Bill Fischer knows a thing or two about the attitudes and behaviours of UHNW individuals. Here, he shares some of his personal insights after over three-decades of catering to the world's wealthiest consumers.



**Bill Fischer, Founder & CEO, Fischer Travel**

Bill Fischer is the Founder and CEO of Fischer Travel Enterprises, a membership-only, full-service lifestyle management company based in New York City. A Brooklyn native, Bill realized early in his career that there was an untapped market for luxury travel services. When he visited elite properties, the attention to detail there was rarely in line with the elegance he was seeking. He founded Fischer Travel with a mission to provide exceptional service to a small circle of discerning clients and he is now known as the world's most exclusive concierge.

Fischer Travel accepts members on a referral basis only and charges an activation fee of \$100,000.00USD. The company's unconventional 24/7 model means that consultants are able to forge profound long-term relationships with clients based on unparalleled levels of trust and confidence. They delight in providing guidance and inspiration to their partners worldwide and are committed to extending the availability and sustainability of the luxury experience. Under Bill's visionary leadership, Fischer Travel has grown into the premier travel and lifestyle services company of the world.

[www.fischertravel.com](http://www.fischertravel.com)

## ABOUT UHNWI

84,500

THE NUMBER OF UHNW CONSUMERS  
IN THE WORLD WITH NET ASSETS  
EXCEEDING USD 50 MILLION

THE NUMBER OF UHNW CONSUMERS  
IN THE WORLD WITH NET ASSETS  
EXCEEDING USD 10 MILLION

1,012,000

40 trillion

THE COMBINED WORTH IN USD OF  
THE TOP 185,000 UHNW FAMILIES  
WORLDWIDE

SPEND PER ANNUM ON  
FINE JEWELLERY BY  
90% OF UHNW FAMILIES

\$250,000

Sources: Credit Suisse Global Wealth Databook, Citi Private Bank / Knight Franck, R.A. Prince & Associates

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## EVENT DETAILS

Tuesday 15th October 2013

Bloomberg Tower: 731 Lexington Avenue, New York City

12:00 pm ..... Lunch & Registration  
12:55 pm ..... Welcome Address  
6:15 pm ..... Networking Cocktail

## REGISTRATION

Standard Rate ..... \$499 / €383

Group Rate (for 3 tickets or more) ..... \$399 / €306

Given the limited number of tickets available, and our decision to restrict attendance to **luxury brand executives**, we will commence registration by invitation only.

Please email [keynote@luxurysociety.com](mailto:keynote@luxurysociety.com) to request tickets, including the total number of attendees you would like to register.

## CONTACT US

For sponsorship opportunities:

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