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UNDERSTANDING THE DIGITAL LUXURY CONSUMER



PARIS
NOV 27, 2014

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WELCOME

Thank you for joining us today in Paris to discuss the Digital Luxury Consumer, in partnership with Google. We are thrilled to be discussing one of the most important challenges facing our industry today, alongside one of the leading technology companies in the world.

First and foremost, Luxury Society is a virtual platform that has long believed in the power of technology to connect brands with stakeholders. When recently we surveyed our members, they confirmed to us that digital integration is now a key strategic concern, as senior managers attempt to better understand the tools and technologies that will bring their brands into the future.

Just a fraction of luxury sales are made online – 5% according to Bain and Company – but eCommerce represents one of the fastest growing distribution channels, increasing by nearly 25% year on year, five times that of overall industry revenue growth.

Digital tools have forever altered the path to purchase, both online and instore, and forced luxury brands to become more agile than ever. It is therefore, with great pleasure that we gather industry leaders from world-renowned brands to discuss the incredibly important Digital Luxury Consumer.

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 www.facebook.com/luxurysociety

KEYNOTE

Luxury Society Keynote is a series of intimate events in key luxury markets, designed to connect local executives from various industry sectors and deliver concrete insights to attendees. Four times per year Luxury Society Keynote connects executives in Paris, London, New York and Hong Kong, to discuss the attitudes and behaviours of specific luxury consumer segments.

Our short-format sharply-focused afternoons feature a mix of panel discussions, business cases, participatory workshops and keynote presentations, delivering bespoke research from contributing experts, with insights from senior managers and CEO's of luxury brands. Beyond popular buzzwords, we seek to deliver actionable data to our delegates that can be used in their day-to-day activities.

Our by-invitation event is open exclusively to luxury brand professionals, engineered to facilitate meaningful networking between a qualified audience and inspire honest discussions between industry peers. We very much hope that you will participate in our discussions and leave the event with insights and tools relevant to your business.

NO NEED FOR NOTES

All presentations will be emailed directly to delegates:

Friday 28TH November

keynote@luxurysociety.com

THE CHINESE LUXURY CONSUMER



Thursday 11TH December 2014



KPMG Headquarters: Hong Kong



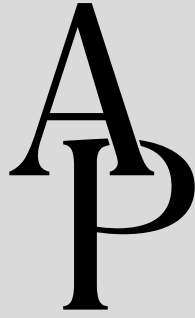
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AGENDA

1:00 pm - Welcome Address	Pierre-Yves Poulain , President, Luxury Society
1:05 pm - The Impact of Digital on Luxury Consumer Behaviour	Nicola Sandri , Associate Principal, McKinsey & Company
1:30 pm - All About Digital Attraction	David Sadigh , Founder & CEO, Digital Luxury Group
1:55 pm - How Do Luxury Brands Attract Consumers Online?	Dominic Baldwin-Weir , Head of Digital, Ads & Media, IWC Sohrab Ghotbi , WW Digital Media Director, Gucci Daniel Kerzner , VP Digital, Loyalty & Partnership Marketing, Starwood Aurore Leblanc , Digital Communication Manager, Kenzo <i>Moderated by</i> Deborah Marino , Strategic Planning Director, Publicis 133
2:40 pm - Refreshments Break	
2:55 pm - How Digital Is Disrupting Distribution	David Sobel , CEO & Co-Founder, The Other Store
3:20 pm - Are Luxury Brands Ready for eCommerce?	Emma Estill , Digital Marketing Manager, The Watch Gallery Antoine Lacroix , International Digital & e-CRM Director, Van Cleef & Arpels Annika Mohr Storfalt , eBusiness Director, Balenciaga Riko Van Santen , VP Digital Strategy & Distribution, Kempinski Hotels <i>Moderated by</i> Arnaud Monnier , Branding Director, Google
4:15 pm - Refreshments Break	
4:30 pm - Digital Strategies & Best Practices	Workshop 1 - Digital Marketing Clinic Rony Zeidan , Founder, RO New York Workshop 2 - Programmatic Buying Basics Grégoire Peiron , Manager, Doubleclick Media Buying Solutions France Workshop 3 - PR & Influencer Marketing Michael Jais , Founder, Augure Workshop 4 - All About Mobile Bertrand Girard , Conversion Lab, Google Loïc de Saint-Andrieu , Performance Sales Activation Specialist, Google
5:15 pm - Refreshments Break	
5:30 pm - How Can Digital Tools Enhance Customer Retention?	Alex Ghotbi , Community & Social Media Manager, Vacheron Constantin Barbara Houdayer , Digital Marketing Manager, Chopard Laurent Laforest , European Digital Director, L'Oréal Luxe Maxime Lequint , Digital Marketing Manager, Shangri La Paris <i>Moderated by</i> Sophie Doran , Editor-in-Chief, Luxury Society
6:20 pm - Closing Address	Arnaud Monnier , Branding Director, Google
6:30 pm - Cocktail Reception	Visits to Google's Cultural Institute



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www.americarprestige.com



CONTRIBUTING EXPERTS



Augure software and influencer intelligence help brands to bridge the gap between traditional PR and Influencer Marketing. By using Augure, PR and Marketing professionals can effectively identify and engage their key influencers in order to increase awareness, build trust and create affinity around their brands.

Created in 2002 in Paris, Augure is now operating in France, Spain, Italy and Belgium. Every day, more than 1.500 brands and agencies of all size use our platforms, including luxury brands like Boucheron, Luxottica, L'Oréal Luxe, Patek Philippe or Cartier.

www.augure.com



Digital Luxury Group (DLG) is the digital partner of forward-thinking luxury brands. With offices in Geneva, New York, Paris and Shanghai, DLG combines leading brand intelligence with bespoke digital marketing services. From creation to implementation, DLG empowers brand strategies with proprietary data and research (World Luxury Index™, WorldWatchReport™, WorldHandbagReport™).

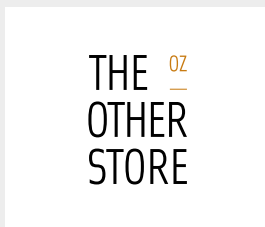
www.digitalluxurygroup.com



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



The Other Store

The Other Store, founded by three fashion, luxury and web enthusiasts, accompanies brands along their e-commerce and e-retail development. To maximise user's experience, we help brands faithfully transpose their DNA into digital sphere by using the latest innovations such as cross-canal or responsive web design. As a brand's privileged partner, we create and develop its online store and / or its showcase website by providing all the key e-commerce skills (design, ergonomics, logistics, customer care or CRM).

www.the-other-store.com

HOSTS



Arnaud Monnier, Director of Branding, Google

Arnaud Monnier leads Google's Consumer Goods, Media & Automotive sector in France and Google's Luxury sector globally. In that role, he advises Google's partners on how to make the best out of the web. He joined Google 7 years ago and prior to Google, worked at The Boston Consulting Group where he advised Consumer & Retail companies and at LVMH in the Wine & Spirits division.

www.google.com



Pierre-Yves Poulain, President, Luxury Society

Pierre-Yves Poulain is the Paris-based President of Luxury Society, and Managing Partner of Digital Luxury Group, the Geneva-based company which acquired Luxury Society in April 2014. He now supervises Luxury Society event activities and international business development.

www.luxurysociety.com

MODERATORS



Sophie Doran, Editor-In-Chief, Luxury Society

Sophie Doran is the Paris-based editor-in-chief of Luxury Society. Prior to joining Luxury Society, Sophie completed her MBA in Melbourne, Australia, whilst simultaneously working in management roles for several luxury retailers. She now oversees all editorial activities on Luxury Society and is responsible for the event design and content direction of Luxury Society Keynote.

www.luxurysociety.com



Deborah Marino, Director of Strategic Planning, Publicis 133

Déborah is the head of planning at 133, the agency dedicated to luxury at the Publicis Groupe. A strategist by nature, she believes in the association between performing strategic positioning and cultural commitments – for international clients as Cartier, Montblanc, Lancôme, L'Oreal Professionnel, Biotherm and G.H.Mumm.

www.publicis133.com

1:05 PM

THE IMPACT OF DIGITAL ON LUXURY CONSUMER BEHAVIOUR

KEYNOTE PRESENTATION (25M)

Digital tools and technology have forever changed the way consumers interact with brands and discover products. The information age has considerably slowed the purchasing process, giving rise to a consumer that is less concerned with the pure acquisition of products, who instead seeks exceptional omnichannel experiences.



Nicola Sandri, Associate Principal, McKinsey & Company

Nicola Sandri is an Associate Principal at McKinsey & Company's Milan Office, and the Leader and Founder of Digital Luxury Experience - Digital Observatory, conducted yearly by McKinsey and Altgamma Foundation. The study monitors the digital activities of luxury brands at a global level, tracking digital consumer behaviour and evaluating the digital performance of luxury companies.

Nicola focuses on increasing sales productivity instore and multichannel integration for his clients.

www.mckinsey.com

1:30 PM

ALL ABOUT DIGITAL ATTRACTION

KEYNOTE PRESENTATION (25M)

What are the tools and techniques available to luxury brands to best attract consumers online? Which devices and platforms engage which types of luxury consumers best? What are some really innovative examples of digital attraction? What are the future opportunities? And what do luxury brand marketers need to know about social media in China ?



David Sadigh, Founder & CEO, Digital Luxury Group

David has advised over 100 multinational companies on business-building strategies over the last 10 years on projects ranging from digital strategy, e-commerce, online advertising, business intelligence, C.R.M. and social media across Europe, the U.S. and China. Convinced that luxury brands required a completely different approach to digital marketing than consumer goods brands, David created Digital Luxury Group in 2011 to better serve the luxury industry in the realm of strategy, business intelligence and digital communications.

www.digitalluxurygroup.com

1:55 PM

HOW DO LUXURY BRANDS ATTRACT CONSUMERS ONLINE?

PANEL DISCUSSION (45M)

With the influx of new devices, technologies and social platforms in the past few years, it can be difficult for luxury brands to know where to best grab consumer attention, and how sustainable their efforts will be during a period of extreme change. How are brands navigating these challenges? What are their preferred devices and platforms? How do they measure return on investment?



Dominic Baldwin-Weir, Head of Digital, Ads & Media, IWC Schaffhausen

Dominic has been working in the Luxury Goods industry for 18 years, managing teams to deliver a wide range of integrated marketing initiatives and experiences that aim to build brands and business. He has extensive experience within the Richemont Group having worked for: IWC Schaffhausen, Cartier, Baume-et-Mercier, Lancel, A.Lange & Sohne, Alfred Dunhill, Jaeger-LeCoultre, Montegrappa, Purdey & Son's, Hackett, Montblanc.

www.iwc.com



Daniel Kerzner, VP Digital, Loyalty & Partnership Marketing, Starwood Luxury Hotels

Daniel is an innovative marketing leader with 15+ years experience in the luxury travel and hospitality industry, having worked and managed teams across North America, Europe and Asia. In his current role, Daniel leads Digital, Loyalty and Partnership Marketing, with the specific focus of driving incremental revenue and market share across almost 300 hotels in Europe, Africa & Middle East.

www.starwoodhotels.com/luxury/



Aurore Leblanc, Digital Communication Manager, Kenzo

Aurore Leblanc joined KENZO as Digital Communication Manager as the brand was getting a new direction lead by creative directors Carol Lim & Humberto Leon. Since 2012, she has been leading Social & Digital Media strategy and Influencer's Relations. Before, Aurore worked with Louis Vuitton's Digital Communication team. She has a background in live media and online publishing.

www.kenzo.com



Sohrab Ghotbi, WW Digital Media Director, Gucci

Sohrab Ghotbi is a digital media specialist who joined Gucci in 2012 as WW Digital Advertising Director overseeing strategy for digital display & social media advertising. Having previously worked 9 years at The New York Times, overseeing international digital advertising sales & development and 4 years on the ad agency side; Sohrab has had the chance to see the different facets of this ever changing industry.

www.gucci.com

2:55 PM

HOW DIGITAL IS DISRUPTING DISTRIBUTION

KEYNOTE PRESENTATION (25M)

Browsing is the new buying when it comes to luxury purchases and omnichannel is the buzzword of 2014. Today over 45% of shoppers leverage three or four retail channels before completing one purchase, compared to 14% one decade ago, confirming popular belief that eCommerce is much more than just an online storefront. But what are the real opportunities?



David Sobel, CEO & Co-Founder, The Other Store

CEO and co-founder of The Other Store, David started his career path at L'Oréal as an Assistant Brand Manager in 2002. Two years later, he began his entrepreneurship adventure by founding his first company : TODA. He then advised several firms in the implementation of new projects before joining Inspirational Stores in March 2007 as Brand Manager.

www.the-other-store.com

3:20 PM

ARE LUXURY BRANDS READY FOR ECOMMERCE?

PANEL DISCUSSION (45M)

Philosophically, should luxury brands retail their wares online? Or does such a democratic method of distribution threaten the position of true luxury? How advanced are luxury brands when it comes to eCommerce? What strategies work? And which do not? And how does the online presence of a brand impact its sales in brick-and-mortar stores?



Emma Estill, Digital Marketing Manager, The Watch Gallery

Emma was recently named and awarded 'Rising Star of the Year' at The Drum Marketing Awards 2014. Working in the creative marketing industry, she has 10 years experience working both agency and client side. Emma's passion for Digital Marketing was demonstrated at an early age and she was recognised as one of the top 30 women working in digital across the UK. As a specialist in ecommerce and multi-channel advertising, her knowledge and skillset contributes to driving commercial gains for her present company, The Watch Gallery.

www.thewatchgallery.com



Antoine Lacroix, Digital & e-CRM Director, Van Cleef et Arpels

Antoine was co-founder and CEO of Caravan, a multimedia and internet development company, before joining Van Cleef & Arpels in 2006. His first (and still main) mission was to define and implement a digital strategy as well as install an online identity in line with the high end standards and based on the extraordinary content constantly created by the Maison.

www.vancleefarpels.com



Annika Mohr Storfalt, eBusiness Director, Balenciaga

Annika has served with the Kering Group for ten years, and Balenciaga for eight years, working in various positions from visual merchandising to business development. For the past four years she has led the e-business department at Balenciaga and contributed to 2 major site launches and rollout to 195 countries. Annika previously worked with digital agencies before moving to the client side over one-decade ago.

www.balenciaga.com



Riko Van Santen, VP Digital Strategy & Distribution, Kempinski Hotels

Riko is based at Kempinski's headquarters overseeing the Distribution, E-Commerce, Revenue Management, CRM and Loyalty disciplines. In this position, he architects the strategic direction of the company's digital marketing, pricing and guest engagement initiatives. Before joining Kempinski Hotels Riko van Santen was Vice President Electronic Distribution at Louvre Hotels Group in Paris, overseeing a portfolio of seven hotel brands.

www.kempinski.com

4:30 PM

DIGITAL STRATEGIES & BEST PRACTICES

BREAKOUT WORKSHOPS (45M)

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 digital challenges and opportunities with leading experts in the field.

WORKSHOP I DIGITAL MARKETING CLINIC



Rony Zeidan, Founder, RO New York

Founder and Chief Creative Officer, Rony Zeidan, was previously the VP Global Creative Director of Ralph Lauren Fragrances, and has held creative roles at Donna Karan, LVMH, and in Advertising. 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 established RO New York.

www.ro-ny.com

WORKSHOP 2 PROGRAMMATIC BUYING BASICS



Grégoire Peiron, Manager, Doubleclick Media Buying Solutions France

Gregoire Peiron is managing the Doubleclick buy side solutions for France. Doubleclick suite includes DCM (Aderving, tracking and business intelligence solution), DBM (DSP), DS (Bid management tool search) as well as Google Analytics Premium. He joined Google in 2011 within the Doubleclick team. Gregoire Peiron previously was Sales manager at AOL Advertising France, in charge of Branding and Performance solutions. He is an ESSCA alumni and has been working in the digital industry for the last 10 years.

www.google.com/doubleclick/

WORKSHOP 3 PR & INFLUENCER MARKETING



Michael Jais, Co-founder and CEO, Augure

Michael Jais is a graduate of prestigious Sciences Po Paris, in which he 's now a lecturer in «The Digital Challenge for Luxury Brands». He began his career at Andersen Consulting, in the management consulting division before joining the Financial Management of Thomson Multimedia (Technicolor). He then created Leonard's Logic, a software company in the Business Intelligence field, sold to Hummingbird group in 1999.

www.augure.com

WORKSHOP 4 ALL ABOUT MOBILE



Bertrand Girard, Conversion Lab, Google

Passionate about innovation and technology, Bertrand also has a strong appetite for everything that relates to data. An HEC graduate, he has helped more than a hundred different websites to implement analytics solutions, and interpret the figures to improve digital assets - first at fifty-five (a data agency) and now at Google, where he proudly acts as a Conversion Specialist.

www.google.com



Loïc de Saint-Andrieu, Performance Sales Activation Specialist, Google

Loïc de Saint Andrieu is a Search & Mobile Ads Specialist for Google France, working with development teams on Performance Ads and Mobile products. Loïc works closely with Google France's top management to create a roadmap for the French market, alongside the support sales team to create solutions for mobile search, mobile display (Admob), search AdFormats and search bidding strategies.

www.google.com

5:30 PM

HOW CAN DIGITAL TOOLS ENHANCE CUSTOMER RETENTION?

PANEL DISCUSSION (45M)

Luxury brands are now faced with the challenge of leveraging the data they capture to enhance relationships with consumers post purchase. How can digital tools enhance customer retention? What strategies are they using to continue the conversation after purchase? Where are consumers most reactive or engaged? And what will CRM look like in the future?



Alexandre Ghotbi, Community & Social Media Manager, Vacheron Constantin

Alex Ghotbi was, until a few years ago, just another 30-something European lawyer with an interest in high-end watches. In 2008, following an increased interest and participation in watch forums and blogging, Vacheron Constantin happened to be looking for just such a watch enthusiast to manage its digital presence. Seeing an opportunity to work for an industry he felt passionate about, Ghotbi made the move from law to community.

www.vacheron-constantin.com



Barbara Houdayer, Digital Marketing Manager, Chopard

Barbara moved to Switzerland in 2011 where she joined Chopard as Digital Marketing Manager, with the ambition of turning Chopard's notoriety into a digital opportunity. Barbara also teaches Digital Marketing at CREA Geneva where she co-manages the Master's Program in Luxury Marketing. Prior to living in Switzerland, Barbara worked in Europe and the U.S. on both the agency and the client side, in industries like financial services, wine & spirits, beauty and FMCG.

www.chopard.com



Laurent Laforest, European Digital Director, L'Oréal Luxe

Laurent Laforest joined L'Oréal Luxe in 2013 to become Digital Director for all of Europe. His role is to develop the 4 pillars of L'Oréal Digital ambition in Europe: improve direct E Business, create efficient CRM strategy, digitalize media approach and find right way to collaborate with our online partners for all the L'Oréal Luxury brands (Lancôme, Yves-Saint-Laurent, Biotherm, Kiehl's Clarisonic, Urban Decay...).

www.loreal.com



Maxime Lequint, Digital Marketing Manager, Shangri La Paris

Maxime has served as digital marketing manager of the Shangri La Hotel Paris for almost three years, where he oversees all web projects related to communication, communication and defining digital marketing strategy. He also works across all major social networks to bring the Shangri La Paris brand to existing and potential guests. Since graduating from NEOMA Business School, Maxime has worked with Capgemini, Beijaflore and Siemens.

www.shangri-la.com/Paris

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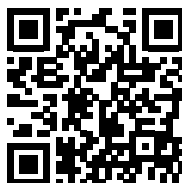
With offices in Geneva, Paris, New York, and Shanghai, Digital Luxury Group helps brands navigate the market
by providing solutions based on a combination of unique technology and luxury savoir-faire.

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