

# NEW DIRECTIONS FOR LUXURY

Luxury Briefing | **VANITY FAIR**

## 2007 and beyond

FOUR SEASONS HOTEL, 57TH STREET, NEW YORK, THURSDAY, MAY 4, 2006

8:45 – 9:15	<b>Arrival and Coffee</b>
9:15 – 9:20	<b>Welcome by Alan Katz, Vice President and Publisher, Vanity Fair</b>
9:20 – 9:25	<b>Introduction by James Ogilvy, Publisher, Luxury Briefing</b>
9:25 – 10:00	Generation Y—What It Will Want From Your Business <b>Todd Cunningham, SVP Brand Strategy &amp; Planning, MTV Networks</b>
10:00 – 10:35	Where to Next? The Future of High-End Travel <b>Matthew Upchurch, CEO, Virtuoso</b>
10:35 – 10:55	<b>Coffee</b>
10:55 – 11:30	PANEL: The Way Ahead for Luxury—Pumped Up or Pared Down? <b>John Demsey, Global Brand President, Estée Lauder • Jim Gold, President &amp; CEO, Bergdorf Goodman • Gordon Campbell Gray, CEO, One Aldwych &amp; Carlisle Bay</b> <b>Moderated by Jacques-Franck Dossin, Head Luxury Analyst, Goldman Sachs</b>
11:30 – 11:45	The Long View <b>John Loring, Creative Director, Tiffany &amp; Co.</b> <b>Amy Fine Collins, Special Correspondent, Vanity Fair</b>
11:45 – 12:15	The End of Luxury <b>Jeffrey Miller, Luxury Briefing's New York Columnist, "Counterspin"</b>
12:15 – 1:50	Drinks Followed by Lunch at Fifty Seven Fifty Seven
1:50 – 2:20	A Lesson in Retailing <b>Murray Moss, Owner, Moss</b>
2:20 – 2:55	PANEL: Style Influence—Who Really Holds The Power? <b>Barbara Cirkva, EVP-Fashion, Chanel • Michael Gordon, President, Bumble &amp; Bumble</b> <b>Susan Korb, Creative Director, Harry Winston</b> <b>Moderated by Ben Elliot, Founder, Quintessentially</b>
2:55 – 3:15	<b>Afternoon Tea</b>
3:15 – 3:40	A New Kind of Luxury <b>Nick Jones, CEO, Soho House Group</b>
3:40 – 4:15	The Future for Luxury Brands <b>Dana Telsey, CEO and Chief Research Officer and James Hurley, Managing Director, Luxury Goods of The Telsey Advisory Group (Formerly of Bear Stearns)</b>
4:15 – 4:50	Understanding New Luxury in the Face of an Austere Climate <b>Chris Sanderson, Director, The Future Laboratory</b>
4:50 – 5:00	<b>Closing Remarks by Graydon Carter, Editor, Vanity Fair</b>
5:15 – 7:00	<b>Reception with Champagne Krug, hosted by Audemars Piguet at 40 East 57th Street</b>

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