

luxury briefing.

*The 2007
Conference*

Web 2.0 *Are you on board?*

This year's essential online conference.

Keynote speakers include:

-
- * Natalie Massenet *of Net-a-Porter*
 - * Brent Hoberman *of LastMinute.com and MyDeco.com*
 - * Tyler Brûlé *of Wallpaper* and Monocle*
 - * Saul Klein *of Skype and Index Ventures*
-

Find out what premium brands should be doing on the web.
Limited places available.

WEDNESDAY 14th NOVEMBER 2007
MAY FAIR HOTEL, LONDON

CELEBRATING
10
YEARS

The 2007 Luxury Briefing Conference

Web 2.0 *Are you on board?*

| WEDNESDAY 14th NOVEMBER 2007 | |
|--|---|
| The May Fair Hotel, Stratton Street, London W1 | |
| 8.45 – 9.15 | Arrival & coffee |
| 9.15 – 9.20 | Welcome by James Ogilvy, Publisher, Luxury Briefing |
| 9.20 – 9.40 | ① <i>Where are we now? The facts and figures of luxury online</i> James Lawson & Marc Cohen, Founders, Ledbury Research |
| 9.40 – 10.10 | ② <i>Wake up! Do you <u>really</u> know what is happening on Web 2.0?</i> Saul Klein (ex-VP, Skype), Partner, Index Ventures |
| 10.10 – 10.40 | ③ <i>Selling an experience off the screen: why hotels (and others) are missing a trick</i> Claus Sendlinger, CEO & President, Design Hotels |
| 10.40 – 11.00 | Coffee |
| 11.00 – 11.35 | ④ <i>PANEL 1 – Putting the web to work</i> FASHION: Jonathan Towle, Marketing Director, Paul Smith DESIGN: Chris Sharp, Chairman, The Rug Company JEWELLERY & WATCHES: Theo Fennell, Founder, Theo Fennell <i>Moderated by Michel Gutsatz, Director, White Spirit</i> |
| 11.35 – 12.05 | ⑤ <i>Why Web will soon be critical to business success online</i> Brent Hoberman (Founder, LastMinute.com), Founder & Chairman, MyDeco.com |
| 12.05 – 12.35 | ⑥ <i>Humanity and cyberspace</i> Jeffrey Miller, Luxury Briefing's New York columnist, Counterspin |
| 12.35 – 2.00 | Drinks followed by lunch |
| 2.00 – 2.30 | ⑦ <i>Why luxury brands aren't doing enough</i> Tyler Brûlé, Founder and Editor-in-Chief, Monocle |
| 2.30 – 3.05 | ⑧ <i>PANEL 2 – The new Word of Mouth and why it is so critical for brands</i> Simon King, co-Founder, PSFK.com Jason Campbell, Founder and Editor-in-Chief, JCReport.com Tamara Heber-Percy, co-Founder, MrandMrsSmith.com <i>Moderated by Michel Gutsatz, Director, White Spirit</i> |
| 3.05 – 3.35 | ⑨ <i>How to engage the key influencers in a digitally-enabled world</i> Dee Salomon, SVP, CondéNet. com |
| 3.35 – 3.55 | Tea |
| 3.55 – 4.25 | ⑩ <i>The secret of our success</i> Natalie Massenet, Founder, Net-a-Porter.com <i>in conversation with James Ogilvy</i> |
| 4.25 – 4.55 | ⑪ <i>Luxury in denial – why luxury brands have to commit completely to the web</i> Chris Sanderson and Martin Raymond, Founders, The Future Laboratory |
| 4.55 – 5.00 | Closing remarks by James Ogilvy, Publisher, <i>Luxury Briefing</i> |
| 5.00 – 6.00 | Reception |

This conference is kindly sponsored by McArthurGlen the specialty retail developer



Our speakers

James Lawson & Marc Cohen, Founders, Ledbury Research

James and Marc are Directors and co-Founders of Ledbury Research, a leading research agency that specialises in understanding wealthy consumers. Prior to Ledbury, James was at UBS Wealth Management and Marc ran a division of Forrester Research.
www.ledburyresearch.com

Saul Klein, Partner, Index Ventures

Before joining Index, Saul was global VP of Marketing and e-commerce for Skype (recently purchased by eBay). Prior to Skype, Saul co-founded Video Island, an Index-funded venture that recently merged with LoveFilm to become Europe's leading online DVD rental and movie download service. Before that, Saul held management positions at Microsoft and was director of digital communication at WPP's Ogilvy & Mather Worldwide. Currently he also serves on the board of directors of bridges.org an international non-profit which promotes the effective use of technology in developing countries. www.indexventures.com

Claus Sendlinger, CEO & President, Design Hotels

Claus co-founded Design Hotels in 1993. It began as a marketing agency for hotels, later incorporating a complete reservations system servicing a growing portfolio of member hotels. The creative network and services generated through Design Hotels formed the basis for the foundation of Lebensart Global Networks, a marketing and technology company specialising in hospitality. www.designhotels.com

Jonathan Towle, Marketing Director, Paul Smith

Jonathan is Marketing Director of Paul Smith, one of Britain's most successful brands. It currently sells 12 collections – from clothing to furniture – to 35 countries, through 133 stores and 211 shop-in-shops, with online operations now a significant part of the business. www.paulsmith.com

Chris Sharp, Chairman, The Rug Company

Chris and Suzanne Sharp founded The Rug Company in 1997. It is now firmly established as the world's most dynamic and pioneering rug label with shops in London, New York, LA, Brussels, Copenhagen, Stockholm, Mexico and Moscow. The Rug Company works with a wide variety of distinguished and sought-after designers from the fields of fashion, design and art. www.therugcompany.org

Theo Fennell, Founder, Theo Fennell

Theo Fennell launched his eponymous business in the 1970s, opening the distinctive Fulham Road flagship store in 1996 and many other outlets globally. The company recently announced an impressive set of results with a significant proportion of turnover from online sales. www.theofennell.com

Michel Gutsatz, Director, White Spirit

Michel created and developed ESSEC's MBA in Luxury Brand Management through partnerships with companies such as LVMH, Estée Lauder, Cartier, Montblanc and Zegna. In 2000 he moved to Bally before setting up White Spirit in 2002, a Paris-based brand and image strategy agency. www.whitespirit.net

Brent Hoberman, Founder, MyDeco.com

Brent co-founded lastminute.com in April 1998 with Martha Lane Fox and took the company to profit and gross bookings of over \$2bn. The company floated in March 2000 (the IPO was 40 times oversubscribed) and sold to Sabre for \$1.1bn. Brent has founded another VC-backed internet based startup, MyDeco.com, which is due to launch this autumn and will be an innovative online service for home design and furniture. From January, 2007 he took on the role of Non-Executive Chairman of Wayn.com – a travel and leisure social network with over 8 million members. www.mydeco.com

Jeffrey Miller, Luxury Briefing's New York columnist

Jeffrey is a regular at *Luxury Briefing* events. He brings a unique perspective of what really matters at the top end of the market and is inevitably several years ahead with his perceptive predictions. Jeffrey writes for numerous publications and consults for various luxury brands.

Tyler Brûlé, Founder and Editor-in-Chief, Monocle

Tyler Brûlé launched *Wallpaper** magazine in 1996. Now sold in over 50 countries, the magazine has won many awards for its design and become part of the cultural vernacular. In 2002 Brûlé sold his stake to focus on developing Winkreative, a design agency he founded in 1998; past and present clients include Swiss International Air Lines, Marks & Spencer, Bally, B&B Italia, Pottery Barn, Stella McCartney, Pringle and Prada. Earlier this year, Tyler launched *Monocle*, a media brand with a monthly magazine and web-based broadcast content. Tyler is also a regular columnist for the *IHT*, the New York Times's new *T* magazine and the Swiss *am Sonntag*. www.monocle.com

Simon King, co-Founder, PSFK.com

Simon King co-founded PSFK in Spring 2003 with Piers Fawkes. At first the site concentrated on the luxury and prestige brand sector but this gradually expanded to cover all important trends today. Simon is also founder of successful fashion brand London Denim. www.psfk.com

Jason Campbell, Founder and Editor-in-Chief, JCReport

Jason is the founder of JC Report, an online magazine that delivers need-to-know fashion lifestyle trends and information from style epicenters across the globe. He is also writes for various publications such as the *FT*, *IHT* and *Vogue*. www.jcreport.com

Tamara Heber-Percy, Founder, Mr & Mrs Smith

Having worked as a marketing consultant for brands such as Ericsson, Honda, Unilever and Swissair, Tamara Heber-Percy co-founded Mr & Mrs Smith with James Lohan in 2002. Having begun in print, the business has rapidly developed online and now extends into a full hotel booking service. www.mrandmrsmith.com

Dee Salomon, SVP, CondéNet.com

CondéNet brings together various lifestyle-oriented websites that draw their editorial content from Condé Nast magazines: Concierge.com (*Condé Nast Traveler*), Epicurious.com (*Gourmet & Bon Appétit*), Men.Style.com (*GQ & Details*), Style.com (*Vogue & W*), Wired.com and Flip.com. Dee Salomon oversees all sales revenue functions for the CondéNet brands. Prior to this, Dee was in senior positions at both Anne Klein and Donna Karan following time at Condé Nast as fashion director for *House & Garden* and *Condé Nast Traveler*. www.condenet.com

Natalie Massenet, Founder, Net-a-Porter.com

Vogue described Net-a-Porter as, "revolutionising the way we buy clothes." Natalie, a former Fashion Editor for *W*, *WWD* and *Tatler*, launched Net-a-Porter in 2000 and it has grown into a £35m turnover, 290-employee business delivering over 150 top brands to a customer base of over 100,000. The company has won numerous awards, including *LB*'s own Award for Excellence in 2004. www.net-a-porter.com

Chris Sanderson and Martin Raymond, Founders, The Future Laboratory

The Future Laboratory is a pre-eminent trend and forecasting business amongst whose resources are LifeSigns Network, which is a group of 2,500 thinkers, 'doers', creative designers, writers, analysts, stylists, gamers, trend scouts and cultural academics. Its clients include 20th Century Fox, American Express, BAA, the BBC, BMW, J Walter Thompson, Leo Burnett, L'Oréal, Nestlé, Nike, Nissan and Thomas Pink. www.futurelaboratory.com

The 2007 Luxury Briefing Conference

Web 2.0 *Are you on board?*

November 14, 2007, The May Fair Hotel, Stratton Street, London W1

The next generation of luxury customers already live their lives in the digital world. At *Luxury Briefing* we believe a sophisticated digital presence will soon become a pre-requisite for all 21st-century brands, **but are you being left behind?** To find out what your company could and should be doing right now, come and join us in London on Wednesday 14th November 2007.

The *Luxury Briefing Conference* brings together an inspiring programme of the very best speakers and a unique opportunity to network with other principal figures from leading luxury brands across all sectors. All of our previous events have been sold out, so contact us as soon as possible to reserve a place and join us for a day that will change the future of your business.

There are only 150 places: £545+VAT for subscribers (£645+VAT for non-subscribers).
The first 20 reservations receive a 10% discount on either price.

James Ogilvy, Publisher

CALL +44 (0) 1 3333 60606
E-MAIL conference@luxury-briefing.com
FAX +44 (0) 1 3333 60607
WWW luxury-briefing.com

SOME OF THE COMPANIES WHO HAVE ATTENDED THE LATEST LUXURY BRIEFING CONFERENCES...

| | | | |
|------------------------|-------------------------------|-------------------------------|-------------------------------|
| American Express | David Collins Studio | LaForce + Stevens | Radisson Edwardian Hotels |
| Americana Manhasset | Daylesford Organic | Laurent-Perrier | REN Cosmetics |
| AOL | Dean & Deluca | Le Caprice | Reserve Brands Group (Diageo) |
| Aston Martin | Diageo | Leading Hotels of the World | Richemont |
| Auberge Resorts | Diamond Trading Company | Limited Edition by Virgin | Rocco Forte Hotels |
| Audemars Piguet | Earth | Links of London | Saks Fifth Avenue |
| Audi UK | Engine Group (WCRC) | London Business School | Skibo |
| BAA | Eos Airlines | Luxury Explorer | Smythson |
| Bally | Estée Lauder | LVMH Watch & Jewellery | Soho House Group |
| Bamford | Evening Standard | Mandarin Oriental Hotel Group | Sotheby's |
| Barclays Capital | Fairmont Hotels & Resorts | Marchpole | Sunday Times |
| Bentley Motors | Firmdale Hotels | Mason Rose | Taj Hotels Resorts & Palaces |
| Bergdorf Goodman | <i>Fortune</i> | Merrill Lynch | Telsey Advisory Group |
| Berry Bros & Rudd | Four IV | Microzine | Telegraph Newspapers |
| Bobbi Brown | <i>FT How to Spend It</i> | Molton Brown | Temperley London |
| British Airways | Georg Jensen | Moss | The Dorchester |
| Buccellati | Goldman Sachs | Mrs J Strong | The Economist |
| Bumble & Bumble | Green & Black | MTV Networks | The Future Laboratory |
| Burberry | Gucci | Mulberry | The Luxury Channel |
| Butterfield & Robinson | Handbag.com | National Magazine Company | Thomas Pink |
| Cazenove & Loyd | Harpers Bazaar | Neiman Marcus | Tiffany & Co |
| Céline | Harrods | Net-a-Porter | Universal Design Studio |
| Champagne Krug | Harry Winston | Nucleus | Valentino |
| Champagne Ruinart | Harvey Nichols | One Aldwych | Value Retail |
| Chanel | Henri Bendel | Oregon Scientific | <i>Vanity Fair</i> |
| Charles Worthington | Holt Renfrew | Outer Sanctum | Virtuoso |
| Cole Haan | Ideo | OZOcar | <i>Vogue</i> |
| Colefax & Fowler | Interbrand | Parfums Christian Dior | <i>Wallpaper</i> |
| Condé Nast Traveller | Intercontinental Hotels Group | Playboy Enterprises | William Yeoward |
| Coutts Group | Jo Malone | PPR | Withers Worldwide |
| Couturelab | Jo Wood Organics | Prudential Douglas Elliman | <i>WWD</i> |
| Crème de la Mer | John Hardy | Quintessentially | Zegna |