

The 2008 Luxury Briefing Conference

Emerging luxury

Maximising the long term potential of new markets

THURSDAY 20th NOVEMBER 2008

The May Fair Hotel, Stratton Street, London W1

8.45 – 9.15	Arrival & coffee
9.15 – 9.20	Welcome by James Ogilvy, Publisher & Founder, <i>Luxury Briefing</i>
9.20 – 9.40	① OPENING KEYNOTE ADDRESS <i>Why luxury brands of all sizes cannot afford to ignore the new markets</i> Sir David Tang, Founder, Shanghai Tang, China Tang (The Dorchester), The China Clubs and Director of Tommy Hilfiger (Kindly filmed by Blenheim Films and produced by <i>The Luxury Channel</i>)
9.40 – 10.10	② FACTS & FIGURES – <i>What is happening in which cities, which brands, what numbers?</i> Richard Wildman, Managing Partner, Accenture
10.10 – 10.40	③ THE BROAD VIEW – <i>The changing rules of luxury</i> Claire Kent, Luxury Industry Consultant (formerly Head of Luxury Research, Morgan Stanley)
10.40 – 11.00	Coffee
11.00 – 11.30	④ EXPERT PERSPECTIVE – <i>What works where?</i> Imran Amed, Founder & Editor, The Business of Fashion.net and luxury brand adviser
11.30 – 12.00	⑤ NEW MARKET ENTRY 1 – <i>Setting an 'emerging' strategy for your brand</i> Paul McGowan, CEO (Global Clients), Added Value Group
12.00 – 12.40	⑥ NEW MARKET ENTRY 2 – <i>Direct, partnership, franchised, licensed? Finding the best route to market</i> Hazel Kay, Global Marketing Director, Vertu Irene Maguire, Founder Partner, Caulder Moore Sandra Halliday, Global Managing Editor, Business Reporting & Analysis, WGSN <i>In conversation with Varun Sharma, presenter of Inside Luxury Travel</i>
12.40 – 12.45	Sponsor's address Sarah-Jane Curtis, Investment Director – Retail, Grosvenor
12.45 – 2.20	Drinks followed by lunch
2.20 – 3.00	⑦ REACHING THE NEW LUXURY CUSTOMER 1 – <i>The importance of image and environment</i> Priya Paul, Founder, Park Hotels, India Guillaume Brochard, co-Founder & CEO, Qeelin <i>In conversation with Muriel Zingraff, Director, 3i Group</i> (formerly Jimmy Choo and Harrods)
3.00 – 3.30	⑧ REACHING THE NEW LUXURY CUSTOMER 2 – <i>Communicating luxury in an emerging market</i> Alistair Green, Planning Group Head, Bartle Bogle Hegarty
3.30 – 3.55	Tea
3.55 – 4.25	⑨ CLOSING KEYNOTE ADDRESS <i>New High Net Worth hubs: what the emerging luxury customer is really looking for</i> Sheikh Majed Al-Sabah, Owner, Villa Moda
4.25 – 4.55	⑩ Emerging luxury talent: why Western luxury brands cannot afford to rest easy Martin Raymond & Tom Savigar, Founder and Director, The Future Laboratory
4.55 – 5.00	Closing remarks by James Ogilvy, Publisher & Founder, <i>Luxury Briefing</i>
5.00 – 6.30	Special Laurent-Perrier Champagne reception for attendees

Grosvenor's luxury retail portfolio in London's Mayfair and Belgravia includes Mount Street, which has been transformed into one of the most desirable locations for premium luxury brands. In addition to its London operation, Grosvenor has offices in many of the world's most dynamic cities including Paris, Hong Kong, Tokyo and San Francisco. Using its international experience of luxury retail and residential markets and products, Grosvenor is well placed to assist luxury retailers in the UK to explore the potential for exporting their brands to other areas where they operate, particularly Asia. www.grosvenor.com

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