

The 2009 Luxury Briefing Conference

The new luxury environment – *Smart ideas for challenging times*

8.45 – 9.15	Arrival & coffee																																										
9.15 – 9.20	Welcome by James Ogilvy, Publisher & Founder, <i>Luxury Briefing</i>																																										
9.20 – 9.50	<p>① <i>The new era of luxury... or is it?</i> Dr Concetta Lanciaux, CEO, Strategy Luxury Advisors, Former Advisor to Bernard Arnault</p>																																										
9.50 – 10.20	<p>② <i>Post-recessionary luxury – what happens now?</i> Paul Bennett, Chief Creative Officer, and Sue Siddall, Managing Director, IDEO</p>																																										
10.20 – 10.35	Coffee																																										
LUX POP	“Who art thou?” <i>The importance of surprise and delight</i> – Walter Bugno, CEO, Bokks																																										
10.40 – 11.10	<p>③ <i>Taking luxury out of its comfort zone</i> Giles Deacon, Designer, Studio Giles in conversation with James Ogilvy</p>																																										
11.10 – 12.10	<p>④ BREAK-OUT GROUPS <i>Connecting with the luxury customer in 2010</i> Discussion groups to be chaired by...</p> <table border="0"> <tbody> <tr> <td>★ <i>Condé Nast Traveller</i></td> <td><i>Sarah Miller</i></td> <td><i>Editor</i></td> <td>★ <i>Luxury Briefing</i></td> <td><i>Kate Patrick</i></td> <td><i>Assoc. Ed.</i></td> </tr> <tr> <td>★ <i>Contagious</i></td> <td><i>Katrina Dodd</i></td> <td><i>Editor</i></td> <td>★ <i>Monocle</i></td> <td><i>Andrew Tuck</i></td> <td><i>Editor</i></td> </tr> <tr> <td>★ <i>FT How To Spend It</i></td> <td><i>Gillian de Bono</i></td> <td><i>Editor</i></td> <td>★ <i>SHOP Magazine</i></td> <td><i>Emma Cheevers</i></td> <td><i>Editor</i></td> </tr> <tr> <td>★ <i>Harpers Bazaar</i></td> <td><i>Lucy Yeomans</i></td> <td><i>Editor</i></td> <td>★ <i>The Telegraph Mag.</i></td> <td><i>Michele Lavery</i></td> <td><i>Editor</i></td> </tr> <tr> <td>★ <i>Intelligent Life</i></td> <td><i>Tim de Lisle</i></td> <td><i>Editor</i></td> <td>★ <i>The Times & Luxx</i></td> <td><i>Anna O’Sullivan</i></td> <td><i>Hd. of lux’y.</i></td> </tr> <tr> <td>★ <i>LS:N Global</i></td> <td><i>Martin Raymond</i></td> <td><i>Editor</i></td> <td>★ <i>Wall Street Journal</i></td> <td><i>Helen Kirwan-Taylor</i></td> <td></td> </tr> <tr> <td>★ <i>Luxury Briefing</i></td> <td><i>Catherine Macdonald</i></td> <td><i>Editor</i></td> <td>★ <i>WGSN.com</i></td> <td><i>Lorna Hall</i></td> <td><i>Editor</i></td> </tr> </tbody> </table>	★ <i>Condé Nast Traveller</i>	<i>Sarah Miller</i>	<i>Editor</i>	★ <i>Luxury Briefing</i>	<i>Kate Patrick</i>	<i>Assoc. Ed.</i>	★ <i>Contagious</i>	<i>Katrina Dodd</i>	<i>Editor</i>	★ <i>Monocle</i>	<i>Andrew Tuck</i>	<i>Editor</i>	★ <i>FT How To Spend It</i>	<i>Gillian de Bono</i>	<i>Editor</i>	★ <i>SHOP Magazine</i>	<i>Emma Cheevers</i>	<i>Editor</i>	★ <i>Harpers Bazaar</i>	<i>Lucy Yeomans</i>	<i>Editor</i>	★ <i>The Telegraph Mag.</i>	<i>Michele Lavery</i>	<i>Editor</i>	★ <i>Intelligent Life</i>	<i>Tim de Lisle</i>	<i>Editor</i>	★ <i>The Times & Luxx</i>	<i>Anna O’Sullivan</i>	<i>Hd. of lux’y.</i>	★ <i>LS:N Global</i>	<i>Martin Raymond</i>	<i>Editor</i>	★ <i>Wall Street Journal</i>	<i>Helen Kirwan-Taylor</i>		★ <i>Luxury Briefing</i>	<i>Catherine Macdonald</i>	<i>Editor</i>	★ <i>WGSN.com</i>	<i>Lorna Hall</i>	<i>Editor</i>
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12.10 – 12.40	<p>⑤ <i>The emerging new paradigm – what it is and why luxury cannot afford to ignore it</i> Jeffrey Miller, <i>Luxury Briefing’s</i> New York columnist</p>																																										
12.40 – 2.00	Drinks followed by lunch – Special exhibition curated by Bokks																																										
LUX POP	<i>Using retail entertainment to engage the customer</i> – Elinor Bashan, Head of Retail Operations, Bokks																																										
2.05 – 2.35	<p>⑥ <i>At the cutting edge – a radical re-think of what luxury could be doing in the digital world</i> David Rowan, Editor, <i>Wired</i> magazine</p>																																										
2.35 – 3.05	<p>⑦ <i>Creating durable design – a time to be bold?</i> Martin Brudnizki, Designer, Martin Brudnizki Design Studio in conversation with Suzanne Trocmé, Curator, Author, Journalist and Furniture Designer</p>																																										
3.05 – 3.35	<p>⑧ <i>Social media – putting it to work for luxury brands</i> Steve Grant, Global Planning Director, EURO RSCG Luxe</p>																																										
3.35 – 3.50	Tea																																										
LUX POP	<i>Bokksology: the opportunity for gifting innovation</i> – Jack Downes, Chief Bokksologist																																										
3.55 – 4.25	<p>⑨ <i>Four-dimensional luxury – giving new depth to your brand</i> Tyler Brûlé, Editor-in-Chief, <i>Monocle</i></p>																																										
4.25 – 4.55	<p>⑩ <i>Last brand standing – who will flourish in the new luxury environment... and why</i> Chris Sanderson & Martin Raymond, Founders, The Future Laboratory</p>																																										
4.55 – 5.00	Closing remarks by James Ogilvy, Publisher & Founder, <i>Luxury Briefing</i>																																										
5.00 – 6.00	Laurent-Perrier Champagne reception for attendees																																										

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