

luxury briefing.

“Our brands continue to progress, often beyond our expectations, in these new territories which are pushing out the luxury market boundaries and are one of the keys to the future of the Group. Today, we are seeing an acceleration in the development of these new countries and it is worth noting the exceptionally robust performance of new regions such as China, Russia and the Middle East, which together contributed half of the Group’s revenue growth.”

Bernard Arnault, Chairman,
LVMH (First half results 2008)

“India will represent one of the most interesting and fastest-growing markets for luxury brands in the next few years”

Mark Lee, President & CEO, Gucci

“In China, perhaps more than anywhere else, there is the chance to spin a fast sales cycle thanks to the strength of word-of-mouth marketing among the new spending class”

Accenture special report on China

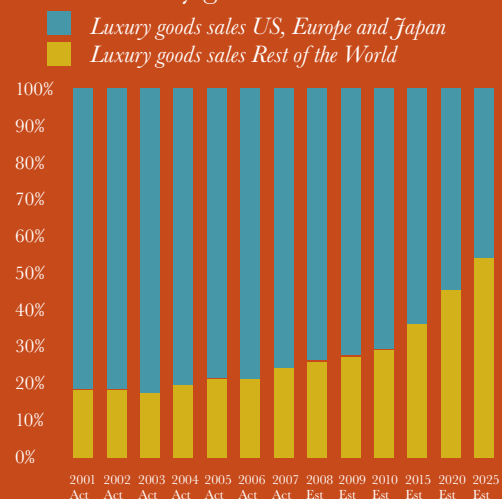
“We anticipate that outsized demand from the emerging markets, particularly in Asia Pacific, will soften the impact from any volatility or slowdown in other markets”

Dana Telsey, CEO, Telsey Advisory Group

“Growth in sales in Japan for 2007-8 was 3%, US 13%, EU 14%, but Asia-Pacific and other markets was 31%”

Richemont 2008 Annual Report

Global luxury goods sales 2001-2025



the 2008
Conference

Emerging luxury
exploiting the potential of new markets

Thursday 20th November 2008

The May Fair Hotel
London W1

The 2008 Luxury Briefing Conference

Emerging luxury

Exploiting the 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, <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> Vijay Mallya, Chairman, UB Group & Kingfisher Airlines
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 impact of emerging markets on the luxury industry: the analyst's view</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> Chris Colfer, CEO, Dunhill Peter Harris, President, The Pedder Group <i>In conversation with Varun Sharma, presenter of Inside Luxury Travel</i>
12.40 – 12.45	Sponsor's address Nicholas Loup, Managing Director, Grosvenor (Asia Pacific)
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 Tyler Brûlé, Chairman, Monocle</i>
3.00 – 3.30	⑧ REACHING THE NEW LUXURY CUSTOMER 2 – <i>Marketing & PR: what works, what doesn't</i> Gwyn Jones, Global COO, 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 Chris Sanderson & Martin Raymond, Founders, The Future Laboratory
4.55 – 5.00	Closing remarks by James Ogilvy, Publisher, <i>Luxury Briefing</i>
5.00 – 6.30	Special Laurent-Perrier Champagne reception for attendees

Kindly sponsored by



Our speakers

Vijay Mallya, Chairman, UB Group & Kingfisher Airlines

Vijay Mallya has turned the United Beverages (UB) Group into a multi-national conglomerate of over 60 companies, including iconic Scotch whisky brands such as Whyte & Mackay which he acquired in 2007. In 2005, Vijay established Kingfisher Airlines which has just started daily business direct flights to London. One of India's wealthiest businessman, he has been dubbed "India's Richard Branson". He is famous for his flamboyant lifestyle – he races cars, yachts, horses and planes – and is also a member of the Indian Parliament.

Richard Wildman, Partner, Accenture

Richard is a member of Accenture's Global Retail Management Board and Managing Partner for the UK retail practice. He joined Accenture in 1985 from Selfridges since when he has focused on working with many of the world's leading retail organisations and brands. Richard also leads Accenture's retail research programme and is currently working on the fashion and luxury brands sector. Accenture is a global management consulting, technological services and outsourcing company. www.accenture.com

Claire Kent, luxury industry consultant (previously head of luxury research, Morgan Stanley)

Claire was a Retail & Luxury Goods equity analyst for 20 years, the last 17 at Morgan Stanley. During that time Claire worked on the IPOs of Bulgari, Burberry, Gucci and IT Holding. She was ranked No 1 in *Institutional Investor* for nine consecutive years and *Time Magazine* ranked her in the 'Top 100 most influential people in fashion'. Claire has recently left Morgan Stanley and is establishing her own Luxury, Retail & Consumer advisory business.

Imran Amed, Founder, The Business of Fashion.net

Imran Amed is creator and editor of The Business of Fashion (www.businessoffashion.net), a website with a cult following amongst fashion business professionals and entrepreneurs in over 150 countries. Imran's writing and point of view reflect the day-to-day insights of his work with international luxury brands and high-potential fashion start-ups, where he acts as a bridge between the industry's most gifted creative and business talent. Imran also advises private equity firms and investors interested in the luxury market. Imran has contributed regularly to the *FT*, *Vogue India*, *Style.com*, the *New York Times* and *WWD*. Previously, Imran was a management consultant at McKinsey & Co and he has an MBA from Harvard Business School. www.businessoffashion.net

Paul McGowan, CEO (Global Clients), Added Value Group

Since 2004, Paul has been CEO of Global Clients for the Added Value Group (part of WPP), concentrating on building international relationships with some of the world's most iconic brands, like Nestlé & Vodafone. The Added Value Luxury practice also works closely with many luxury houses, including Lamborghini, Bentley and Maserati in automotive; LVMH, Pommery and Moët Hennessey in the drinks industry; and Issey Miyake, Jean-Paul Gaultier and Carolina Herrera in fine fragrance. www.added-value.com

Chris Colfer, CEO, Dunhill

Christopher joined the Richemont Group in 1992 and has held global group positions in Sydney, Amsterdam, New York and London running international businesses, established new ventures and working in mergers and acquisitions. Christopher became CEO of Alfred Dunhill Ltd in 2005. At present, he also runs Purdey & Sons (part of the Richemont Luxury Group). www.dunhill.com

Peter Harris, President, The Pedder Group

Pedder Group began life as a division of Lane Crawford in Hong Kong, formed to operate footwear and accessory categories. In 2002 it became an independent business and now acts as a retailer with its own brands (On Pedder and Pedder Red), as a distributor for various luxury brands and as a franchise partner for businesses such as Jimmy Choo, Anya Hindmarch and Christian Louboutin. www.peddergroup.com

Varun Sharma, presenter of Inside Luxury Travel

After joining the BBC in 1995 and working on business and political programmes, in 2000 Varun set up the hugely successful *Luxury Travel Show*, which still repeats in over 50 countries around the world. 2006 saw the launch of *Inside Luxury Travel* which now airs in over 160 countries – with broadcasters including the *Travel Channel*, CNBC Europe and ATV (Asia). www.insideluxurytravel.com

Priya Paul, Founder & Chairperson, Park Hotels, India

Priya pioneered the concept of boutique hotels in India when she repositioned Park Hotels as India's first collection of contemporary boutique hotels in 1991. A collector of art, she is also passionate about design and was responsible for involving Sir Terence Conran in the group. Its properties are members of Design Hotels and Priya is the President of the Hotel Association of India. She is also on the board of the National Tourism Advisory Council and is a Trustee of the India Foundation for the Arts (IFA). In 2006, *Forbes* identified her as one of 'India's 100 most powerful businesswomen'. www.theparkhotels.com

Guillaume Brochard, co-Founder & CEO, Qeelin

Having run TAG Heuer in Asia and Ebel Watches globally, Guillaume left LVMH to co-found Qeelin and establish it as the first luxury Chinese jewellery brand. Together with renowned Chinese designer Dennis Chan, Guillaume has taken Qeelin across Asia and to London, LA and Paris, where it has its own boutique in Colette. www.qeelin.com

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

Tyler Brûlé launched *Wallpaper** magazine in 1996. 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, Stella McCartney, Porter Airlines and American Express. In March 2007 Tyler launched *Monocle* magazine, an international briefing on current affairs, business, culture and design. With offices in London, NY, Tokyo and Zurich, *Monocle* is aimed at people who have a global perspective on life. Tyler is also a regular columnist for the FT. www.monocle.com

Gwyn Jones, Global COO, BBH

Gwyn joined Bartle Bogle Hegarty in 1988 and has risen through the ranks, with long periods abroad, to become Global COO. As such, he oversees the operations of one of the leading global ad agencies. With offices in Asia, China and Latin America, the company is well-exposed to emerging markets and works with brands of all kinds. BBH is also in the process of opening a major new office in Mumbai. www.bartleboglehegarty.com

Sheikh Majed Al-Sabah, Owner, Villa Moda

Majed is a visionary retailer, a fashion aficionado, a collector of contemporary art and design and a nephew of the Emir of Kuwait. He launched his luxury fashion emporium, Villa Moda, in Kuwait in 2002. Within less than a year of opening, *Time Magazine* had dubbed Al-Sabah 'The Sheikh of Chic'. In the intervening years he has opened further stores around the Middle East, each distinct in terms of its location, interiors and retail offering. New projects include stores designed by Marcel Wanders opening soon in Bahrain, by Jaime Hayon in Dubai (early 2009) and with Philippe Starck in Qatar. With Dubai in particular acting as a magnet for new luxury customers, Majed is unusually well-positioned to observe what this customer is looking for. www.villa-moda.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 2008 luxury briefing conference

Emerging luxury

exploiting the potential of new markets

November 20, 2008, The May Fair Hotel, Stratton Street, London W1

Half of LVMH's revenue growth comes from the new regions, says Bernard Arnault (see cover). LVMH is not alone among luxury businesses in producing robust figures that have been helped by exposure to rapidly emerging international markets. Successfully infiltrating the new markets is a challenging but fantastic opportunity for luxury brands of all sizes. **But do you know which brands are thriving and why? Which locations are working best? Where the most exciting prospects lie? How small and medium-sized brands gain access? How you can adapt your marketing? How you go about reaching the new luxury customer?** For the latest thinking on this critical subject, *Luxury Briefing* has brought together a group of individuals from across the industry who are authorities on building successful business in the new markets. To benefit from their insight, come and join us in London on Thursday 20th November, 2008.

Every year, 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 160 places: £545+VAT for subscribers (£645+VAT for non-subscribers).

James Ogilvy, Publisher

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

Some of the companies which have attended the latest Luxury Briefing conferences...

American Express	Chanel	Green & Black	Molton Brown	Smythson
Anya Hindmarch	Charles Worthington	Grosvenor	Moss	Soho House Group
AOL	Colefax & Fowler	Gucci	Mr & Mrs Smith	Sotheby's
Aston Martin	Condé Nast Traveller	Harpers Bazaar	Mrs J Strong	Space NK
Auberge Resorts	Coutts Group	Harrods	MTV Networks	Sunday Times
Audemars Piguet	Couturelab	Harry Winston	Mulberry	Taj Hotels & Resorts
Audi UK	Cowshed	Harvey Nichols	mydeco	Telsey Advisory Group
BAA	Crème de la Mer	Holt Renfrew	National Magazines	Telegraph Newspapers
Bally	David Collins Studio	Interbrand	Neiman Marcus	Temperley London
Bamford	Daylesford Organic	Intercontinental Hotels	Net-a-Porter	The Dorchester Collection
BarberOsgerby	Dean & DeLuca	Jimmy Choo	Oakley	The Economist
Barclays Capital	Design Hotels	Jo Malone	One Aldwych	The Future Laboratory
Bentley Motors	Diageo	Jo Wood Organics	Osborne & Little	The Luxury Channel
Bergdorf Goodman	Dunhill	John Hardy	Parfums Christian Dior	Thomas Pink
Berry Bros & Rudd	Earth	LaForce + Stevens	Paul Smith	Tiffany & Co
Brioni	Edmiston	Laurent-Perrier	Playboy Enterprises	Universal Design Studio
British Airways	Engine Group (WCRS)	Le Caprice	PPR	Valentino
Bumble & Bumble	Estée Lauder	Leading Hotels	Quintessentially	Value Retail
Burberry	Firmdale Hotels	Limited Edition by Virgin	Radisson Edwardian	<i>Vanity Fair</i>
Butterfield & Robinson	<i>Fortune</i>	Links of London	REN Cosmetics	Virtuoso
Candy & Candy	Four IV	London Business School	Reserve Brands Group	<i>Vogue</i>
Cazenove & Loyd	<i>FT How to Spend It</i>	LVMH	Richemont	<i>Wallpaper</i>
Céline	Georg Jensen	Mandarin Oriental	Rocco Forte Hotels	William Yeoward
Champagne Krug	Graff Diamonds	Mason Rose	Saks Fifth Avenue	<i>WWD</i>
Champagne Ruinart	Goldman Sachs	Merrill Lynch	Skibo	Zegna