



MONACO SYMPOSIUM  
ON LUXURY

*From tradition to innovation*



# AGENDA

April 10&11, 2014  
Monaco, Le Méridien Beach Plaza

*Co-organized by*





# Welcome

## The Symposium

Jointly organized by INSEEC and International University of Monaco, the Monaco Symposium on Luxury is a high-profile academic event, gathering internationally renowned professors and researchers working on luxury marketing and brand management. The main theme is “From Tradition to Innovation – The Challenges of Leading Luxury brands.”

The Symposium closes, on the second day, with a series of round-tables and presentations targeted at luxury executives, focusing on the key challenges and the best practices of leading luxury players in the fashion, retail, hospitality, or art de vivre sectors.

## The program

The Thursday 10th of April is dedicated to academic presentations enhancing the key trends and issues in the various fields of luxury: Power and rivalry between luxury brands, Brand Equity and Brand personality, Cross cultural differences, Social Responsibility and Sustainability, Consumer reactions to counterfeits, Pricing ...

The day closes with a Round Table gathering international renowned researchers and professional around cutting edge discussions on “The future of research in Luxury – Topics for the 2016 Symposium”.

On Friday 11th of April, the event starts with 10 academic presentations focusing on “Nostalgia and consumer life Cycle”, “Retailing

and distribution”, “Cross-Cultural Differences”, “Social Media” and “Wine and Art”.

Starting from 11:30 am, a series of top executive testimonials highlights the strategies of leading luxury companies in the conquest of the international wealthiest clients. The presentations cover the issues of brand legends, “retailization”, “digitalization” and premium services.

## Exhibition Hall

“Monaco from Tradition to Innovation”: During the two day event some Monaco-based companies, including Albanu, Gem Lab, Ciribelli, Manufacture de Monaco and Daniele de Winter, will present their know-how in the creation and the production of unique luxury products such as pearl serigraphy, jewelry creations, and innovative cosmetics.

## The Venue

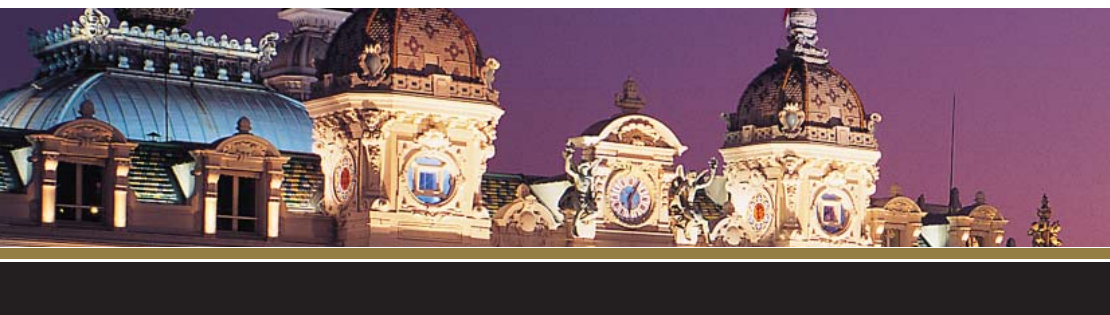
Le Meridien Beach Plaza, 22 Avenue Princesse Grace, 98000 Monaco

With the support of the Monaco Chamber of Economic Development and the Monaco Department of Tourism and Conferences



# 10 April 2014

8:15	Welcoming participants	<i>Sea Club Hall</i>
9:00	<b>Welcoming speech</b> by <b>Catherine Lespine</b> , INSEEC Group President	<i>Room Méditerranée Est</i>
9:05	<b>Foreword</b> by professors <b>Jean-Louis Chandon</b> , <b>Gilles Laurent</b> and <b>Pierre Valette-Florence</b> , co-organizers of the Monaco Symposium	<i>Room Méditerranée Est</i>
9:10	<b>Keynote Speech: The Challenges of Technological Innovation in Luxury Retailing</b> By <b>Carmine Rotondaro</b> , Worldwide Real Estate Director, <b>Kering Group</b>	<i>Room Méditerranée Est</i>
9:40-11:10	<b>Academic Sessions N°1: Six presentations in two parallel sessions</b> Track A: <b>Power, Status, and Rivalry</b> Track B: <b>Brand Equity, Brand Commitment, Brand Personality</b>	<i>Room Adriatique Room Pacifique</i>
11:10	Coffee-Break	
11:30-12:30	<b>Academic Sessions N°2: Four presentations in two parallel sessions</b> Track A: <b>Cross-Cultural Differences (1)</b> Track B: <b>Social Responsibility and Sustainability</b>	<i>Room Adriatique Room Pacifique</i>
12:30	<b>Exhibition of « Savoir-faire » Monégasques</b>	<i>Sea Club Hall</i>
12:30	Lunch -Buffet	<i>Room Méditerranée Ouest</i>



13:45-15:15	<p><b>Academic Sessions n°3: Six presentations in two parallel sessions</b></p> <p>Track A: <b>Consumer Reactions to Counterfeits</b></p> <p>Track B: <b>The Price of Luxury</b></p>	<p><i>Room Adriatique</i></p> <p><i>Room Pacifique</i></p>
15:15-16:45	<p><b>Academic Sessions n°4: Six presentations in two parallel sessions</b></p> <p>Track A: <b>Getting a Taste of Luxury</b></p> <p>Track B: <b>Rarity, Brand Extensions, Brand Counterfeiting</b></p>	<p><i>Room Adriatique</i></p> <p><i>Room Pacifique</i></p>
16:45	Coffee break - Exhibitions	
17:15	<p><b>Round Table: The future of research in Luxury Topics for the 2016 Symposium.</b></p> <p>Chairman: <b>Gilles Laurent</b></p> <ul style="list-style-type: none"> <li>▶ Face to face encounters in the luxury sector: Challenges in coaching by <b>Hervé de Gouvion Saint-Cyr, Luxury Attitude</b></li> <li>▶ Evolving codes of luxury, by <b>Françoise Hernaez-Fourrier, AdTrends &amp; Insights Ipsos ASI</b></li> <li>▶ Research traditions &amp; research Innovation by <b>Oliver Heil, Professor, Mainz University</b> and Director of <b>Center for Research in Luxury</b></li> <li>▶ New Brand Strategies, by <b>Jean-Noël Kapferer, Emeritus Professor, HEC Paris</b></li> </ul>	<p><i>Room Méditerranée Est</i></p>
18:30	Happy Hour	<p><i>Terrasse Méditerranée</i></p>
19:45	<b>Gala Dinner</b>	<p><i>Room Méditerranée Ouest</i></p>



# 11 April 2014

8:15	Welcoming participants	<i>Sea Club Hall</i>
8:45-10:15	<b>Academic Sessions n°5: Six presentations in two parallel sessions</b> Track A: <b>Nostalgia and the Consumer Life Cycle</b> Track B: <b>Retailing and Distribution</b>	<i>Room Adriatique</i> <i>Room Pacifique</i>
10:15-11:15	<b>Academic Sessions n°6: Four presentations in two parallel sessions</b> Track A: <b>Cross-Cultural Differences (2)</b> Track B: <b>Wine and Art</b>	<i>Room Adriatique</i> <i>Room Pacifique</i>
11:15	<b>Coffee-Break</b>	
11:30	<b>Welcoming speech</b> by <b>Jean-Philippe Muller</b> , General Director of the <b>International University of Monaco</b>	<i>Room</i> <i>Méditerranée Est</i>
11:35	<b>Beyond the myths, making the Monte-Carlo Brand &amp; Legend alive</b> <b>Axel Hoppenot</b> , Executive Vice President, Sales & Marketing, <b>Monte-Carlo SBM</b>	<i>Room</i> <i>Méditerranée Est</i>
12:10	<b>Worldwide trends in the luxury markets: presentation of Bain's "Luxury Goods Worldwide Market Study"</b> <b>Claudia D'Arpizio</b> , Partner, <b>Bain &amp; Co.</b> Bain & Company, in cooperation with Fondazione Altagamma has analyzed the market and financial performance of more than 250 of the world's leading luxury goods companies and brands. The database of companies, known as the 'Luxury Goods Worldwide Market Observatory,' has become a leading and much studied source for the international luxury goods industry. Bain publishes its annual findings in its 'Luxury Goods Worldwide Market Study,' which was first published in 2000.	<i>Room</i> <i>Méditerranée Est</i>
12 :40	<b>Exhibitions « Savoir Faire Monégasques »</b> Networking Lunch – Buffet	<i>Sea Club Hall</i> <i>Room</i> <i>Méditerranée Ouest</i>
13: 40-14:40	<b>Academic Sessions n°7: Four presentations in two parallel session</b> Track A: <b>Cross-Cultural Differences (3)</b> Track B: <b>Social Media</b>	<i>Room Adriatique</i> <i>Room Pacifique</i>

## Room Méditerranée Est

- 14:45 **Opening afternoon Speech** - The heritage of the French Riviera: from a style to the creation of a brand  
By **Moustapha El-Solh**, Chief Executive Officer, **Façonnable**
- 15:00 **Round Table: Retailization vs Digitalization, the new challenges of luxury distribution**  
With the rise of new luxury consumers' trends, the Luxury brands are shifting their marketing and distribution strategies to reach their new audience. But how do they market their brand's value proposition based on a long history, heritage, tradition of fine craftsmanship, innovation, and exclusivity to this new generation?  
By **Armando Branchini**, Vice-Chairman, **Fondazione Altgamma**  
By **Stefano Rocca**, Board Member, **Vhernier**  
By **Jean-Emmanuel Bourget**, Vice-President Global Commercial Operations, **La Perla**  
By **Yoox**  
▶ **"Audi" Case study - Enhancing the brand's luxury value proposition through Flagship stores and showrooms**  
By **Jean-Noel Georges**, Global Program Director, **Frost & Sullivan**
- 16:00 Coffee-Break
- 16:15 **Round Table: Emerging offers, new clients and challenges in the "Premium Services" and Luxury Hospitality**  
Moderator: **Dr Marika Taishoff**  
▶ **Offering unique experiences, emotions and well-being": the new dimensions of luxury in the hospitality and leisure industry.**  
By **Xavier Rugeroni**, Regional Vice President & General Manager, Fairmont Monte Carlo, **Fairmont Hotels**  
By **Enzo Visone**, Chief Executive Officer, **Silversea**  
▶ **Luxury lifestyle/ Conciergerie: What specific needs and expectations does this new international market meet?**  
By **Stan Roquette**, Managing Director, **Quintessentially France**  
▶ **Case study** - The ItalianTalks Blog: new digital connections with the luxury clients. By **Guido Polito**, Chief Executive Officer, **Baglioni Hotels**
- 17:15 **Closing Speech "Luxury: From tradition to Innovation"**  
by **Alain Lorenzo**, President & CEO **LVMH Fragrance Brands**
- 17:45 **Closing Cocktail Party** - Sponsored by the Monaco Department of Tourism and Congresses
- 18:30 End of the Day



INSEEC Business School was founded in 1975 in Bordeaux, France. Now an international group, INSEEC has campuses settled in the heart of 6 major European cities (Paris, Bordeaux, Lyon, Chambéry, London and Monaco) and in Chicago, and is present in China through a representative office in Beijing. Gathering 14,500 students, 11 Schools, an Executive Education department, INSEEC offers programs in Management, Finance, Marketing, Communication and specialized fields such as Health, Wine, Sports, Hospitality and Luxury. The INSEEC Research Laboratory has become one of the most dynamic, fast growing research centers in Marketing. It now comprises 52 researchers in all areas of management, with strong focuses on marketing (27), finance (20) and human resources management (11).

[www.inseec.com](http://www.inseec.com)



IUM, with 60 nationalities represented in the student body and faculty, it is the premier institution for higher education in the Principality of Monaco. Monaco Business School offers an AMBA accredited MBA full time and Executive MBA, and six specialized MSc degree programs, including two in luxury business: Luxury Management & Luxury Hospitality and Event Management. The MSc in Luxury Management proposes 2 specializations: Goods & Services and Luxury Retail Management.

[www.monaco.edu](http://www.monaco.edu)