



MONACO SYMPOSIUM
ON LUXURY

Emerging challenges in Luxury Marketing

Hyper luxury: Unique Pieces and ultimate luxury – jewelry, yachts, perfumes, fine arts

The latest trends on a more global market

Moderator: Bertrand Petyt, CEO/COO, *Parkview*
Emilie Villette, Business Development Director, *Christie's*
Bruno Cottard, Vice President, *Jean Patou*
Luca Bassani, CEO, *Wally Yachts*

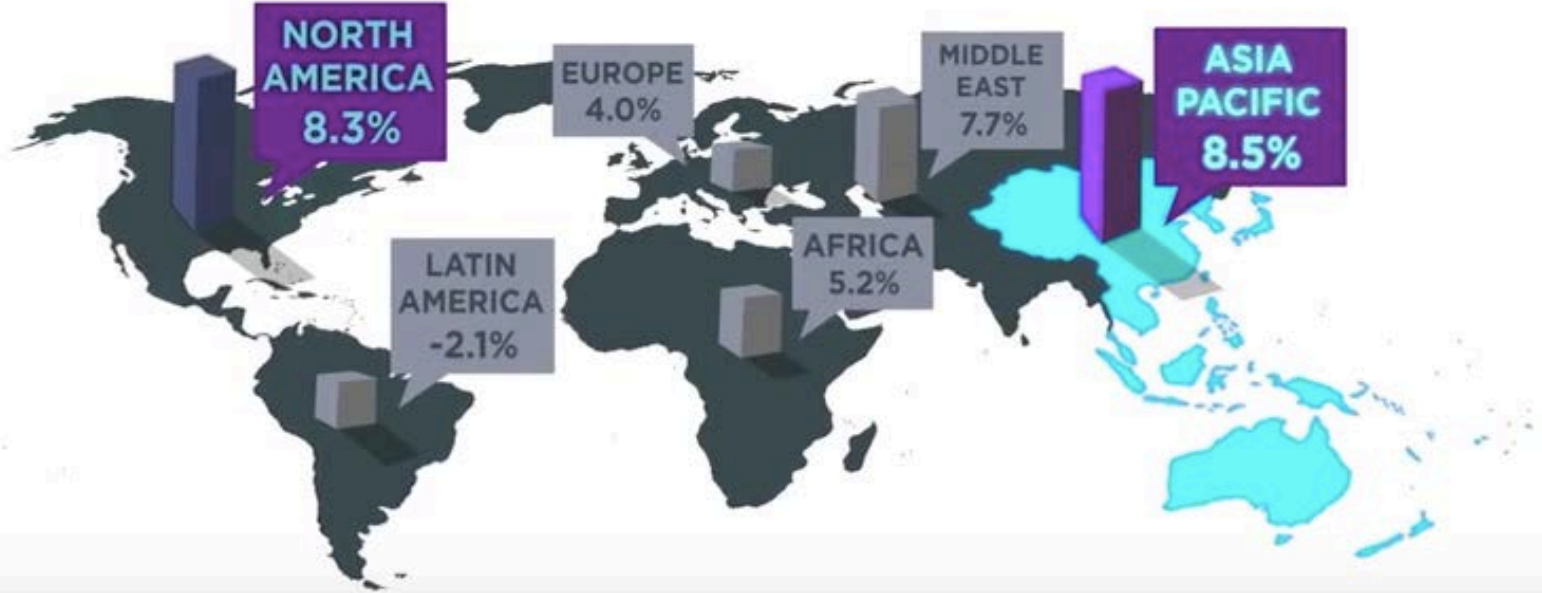
Ultra Luxury for High Net Worth Individuals

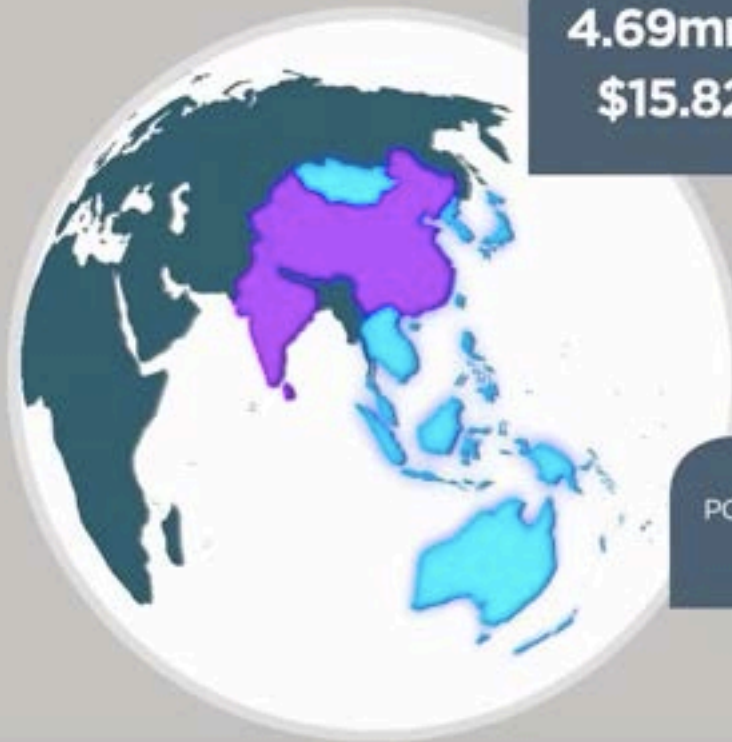




56 **TRILLION** USD

Rising Wealth





ASIA PACIFIC

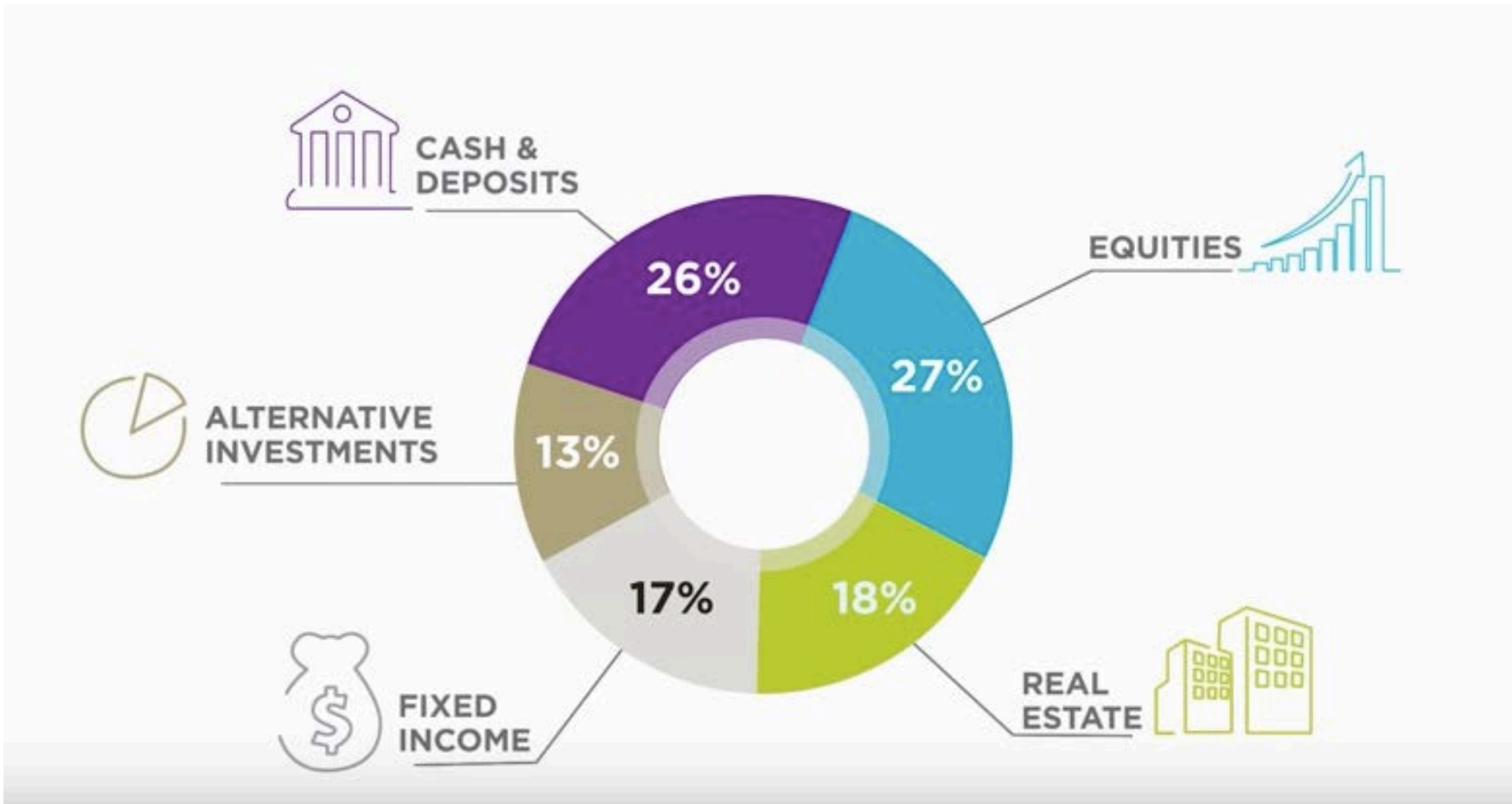
4.69mm POPULATION ↑ 8.54%
\$15.82t WEALTH ↑ 11.41%

INDIA

POPULATION ↑ 26%
WEALTH ↑ 28%

CHINA

POPULATION ↑ 18%
WEALTH ↑ 19%



	BILLIONAIRE POPULATION	CITY
HR	118	LONDON
K	102	NEW YORK
G	70	HONG KONG
D	30	SAN FRANCISCO

INVESTMENTS OF PASSION



Emilie Villard, Christie's

CHRISTIE'S

Bruno Cottard, Jean Patou Parfums

JEAN PATOU
PARIS

Luca Bassini, Wally Yachts

WALLY