

# Luxury Roundtable

WORLD'S LEADING NETWORK FOR LUXURY PROFESSIONALS, MARKETERS AND WEALTH MANAGERS

Business at its best

WEBINARS

## Free webinar Nov. 21: How luxury is being redefined and what it means for brands and you

November 20, 2023



*Hermès is pulling ahead of the pack because of the French luxury brand's emphasis on quality, positioning and messaging that resonates with UHNW and wealthy consumers as well as younger Gens Y and Z enticed by vibrant designs and Gallic savoir-faire. Image: Hermès*

By LUXURY ROUNDTABLE INTELLIGENCE

For generations, luxury stood by a standard definition: a high-quality product with impeccable craftsmanship, enviable heritage, stellar positioning, exquisite customer service and limited distribution. The arrival of luxury conglomerates that value scale as much as quality and creativity, a rising aspiring class that devours branded luxury, China's growing clout and a perceptible shift to unique experiences has forced a reconsideration of luxury values.

Not only that, but the third-quarter earnings numbers showed some brands such as Hermès and Brunello Cucinelli as well as LVMH labels pulling ahead, while Kering and Ferragamo lagged in comparison. Clearly, something larger is afoot.

This [Luxury Roundtable webinar](#) will focus on:

- How aspirational consumers view luxury goods and services amid with plentiful options in the marketplace? How are the wealthy changing their buying habits, whether it's luxury goods, services, property, yachts or art?
- How should the luxury professional position and adapt as wealthy and UHNW demand more of those who work with them?
- How should luxury brands and retailers meet wealthy consumers where they are? How should they buff their brands for the long-term while minding short-term expectations?

### SPEAKERS

Matteo Atti, chief marketing officer, VistaJet

Diana Verde Nieto, global sustainability expert and author, "Reimagining Luxury: Building a Sustainable Future for Your Brand"

Martin Shanker, CEO, Shanker Inc.

Marie Driscoll, luxury analyst and principal, Driscoll Advisors

Iris Chan, partner and head of international client development, DLG

Moderator: Mickey ALAM KHAN, CEO, Luxury Roundtable

This session will be recorded and the link distributed to all attendees

[Please click or tap here to register for the Tuesday, Nov. 21 webinar at noon ET to 1 p.m. ET \(New York time\), "How Luxury Has Been Redefined for Consumers, Professionals and Brands"](#)

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