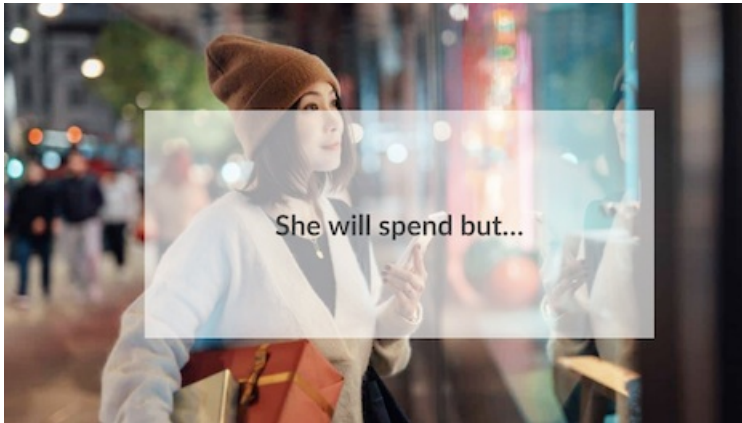


# Free webinars for the holidays: What's up with the Chinese female luxury buyer and Outlook 2024

November 30, 2023



*What is the global outlook for luxury amidst geopolitical and economic uncertainty even as the high-end outperforms other tiers and more consumers join the spending classes?*

By LUXURY ROUNDTABLE INTELLIGENCE

*We've got two webinars and some great speakers and research lined up. Scroll down and register for both now!*

[Please click here to register for the Dec. 13 webinar at 11 a.m. to 12:15 p.m. ET \(New York time\), 'Luxury Outlook 2024: Up, Down or Flat?'](#)

WEBINAR: A Luxury Roundtable Presentation and Member Benefit

Wednesday, Dec. 13, 11 a.m. to 12:15 p.m. ET (New York time)

How will the global luxury business fare amidst continuing geopolitical and economic uncertainty? Bain's recent prediction that worldwide luxury sales will register growth of 8-10 percent over 2022 to end 2023 at \$1.63 trillion a first-time record for the sector is an indication of the resilience of this customer base. Will 2024 match 2023's performance? Will travel and tourism continue to propel sales of luxury goods and experiences? What about China, which has shown signs of weakness but is still a force to reckon with in luxury sales?

Results from the most recent quarter have shown that some brands are pulling ahead of the pack while others lag. Will that continue in the new year? And what should luxury professionals across sectors and luxury marketers do to retain and even capture market share? All of this and more will be discussed in this hourlong webinar on how to chart 2024 strategy, with insights and analysis from key experts.

## TOPICS

- Up, down or flat: An examination of a dozen luxury sectors including fashion and leather goods, real estate, watches and jewelry, beauty, retail, marketing, travel and hospitality, wealth management, cars, jets and yachts
- China: How will the Chinese luxury consumer hold up and how to shape the China strategy for 2024
- Global market sweep: What is the mindset of affluent, wealthy and UHNW consumers as they enter 2024? What impact will their behavior and likely purchasing patterns have on global luxury demand?

## SPEAKERS

Milton Pedraza, CEO, Luxury Institute

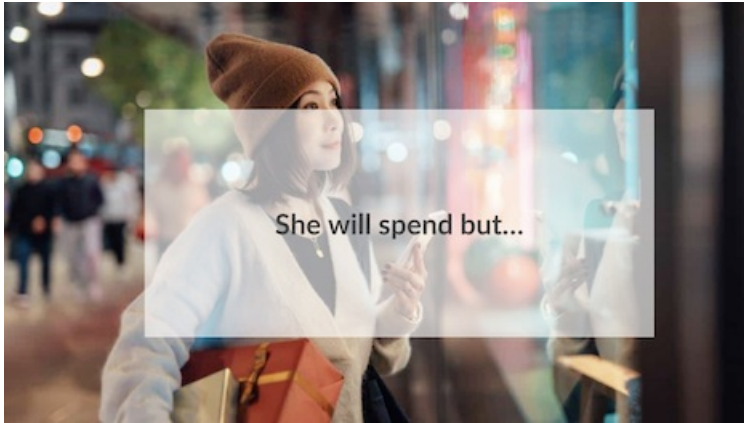
Jacques Roizen, managing director for consulting, DLG (Digital Luxury Group)

Amrita Banta, managing director, Agility Research & Strategy

*Moderator:* Mickey ALAM KHAN, CEO, Luxury Roundtable

We also welcome you to register for our [Jan. 17 in-person Luxury Outlook Summit in New York](#).

Please [click here to register for the Dec. 13 webinar at 11 a.m. to 12:15 p.m. ET \(New York time\), 'Luxury Outlook 2024: Up, Down or Flat?'](#)



*China's female luxury buyer is highly influential and key to sales of luxury goods and services not just in the country but also on travel overseas. But her mindset is changing. Image: LookLook*

Please [click or tap here to register for the free webinar Dec. 7 at 11 a.m. ET \(New York time\), 'What is the mindset of the female luxury buyer in China?'](#)

#### FREE WEBINAR

Thursday, Dec. 7 at 11 a.m. to noon ET (New York time)

A Luxury Roundtable presentation

The female buyer has been the prime driver of luxury sales in China, itself a key market for high-quality goods and services. While this audience has been reliably dependable, there has been an evolution in mindset since the start of this year, thus impacting sales and strategy of global and local luxury brands, retailers and service providers.

In this [hourlong webinar](#), Malinda Sanna, CEO of LookLook, will discuss the findings of her company's most recent LuxuryVerse China study. The discussion will include:

How female luxury shoppers in China have shifted their priorities

What are the emerging buying patterns and what's driving purchase behavior

How this luxury buyer feels about living in China and the resumption of travel and shopping overseas

Brand-loyalty post-pandemic and the rise of native Chinese beauty brands

#### SPEAKER

Malinda Sanna, founder/CEO, LookLook

In discussion with Mickey ALAM KHAN, CEO, Luxury Roundtable

This webinar will be recorded. The attending audience is welcome to ask questions during the presentation.

Please [click or tap here to register for the free webinar Dec. 7 at 11 a.m. ET \(New York time\), 'What is the mindset of the female luxury buyer in China?'](#)

We also welcome you to register for our [Jan. 17 in-person Luxury Outlook Summit in New York](#).

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