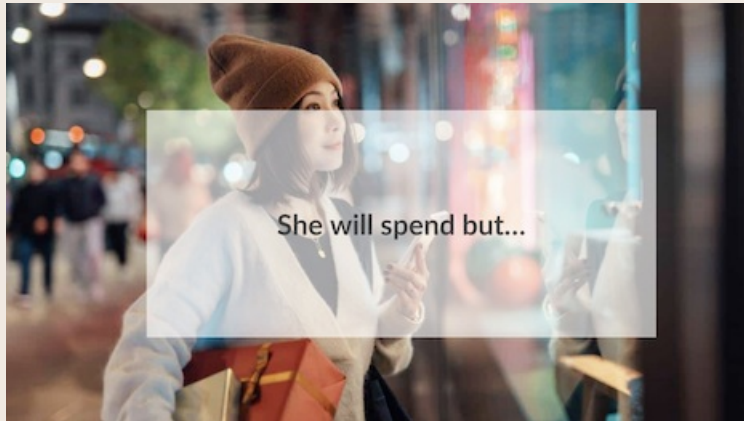


Will the Chinese affluent consumer support luxury in 2024? FREE webinar Dec. 7

November 27, 2023



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

By LUXURY ROUNDTABLE INTELLIGENCE

[Please click or tap here to register for the free webinar Dec. 7 at 11 a.m. ET \(New York time\), 'Where will China's most affluent consumers shop and buy?'](#)

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 \(New York time\), 'Where will China's most affluent consumers shop and buy?'](#)

One more thing. We also have our [Luxury Outlook Summit 2024](#) on Jan. 17 in New York. China is going to be a major point of discussion. Presenters include luxury leaders from De Beers, Mot Hennessy, Saks, Apple, Pomellato, UBS, Kearney, LVMH's Starboard Cruise Services, McCann Worldgroup, Forrester Research, Madison Avenue Business Improvement District, Luxury Institute, Town Square, Driscoll Advisors, Moses & Singer, Sedhom Law

Group and Digital Luxury Group (DLG).

Please click [here](#) to see the full agenda and register for Luxury Roundtable's Luxury Outlook Summit 2024, Jan. 17, New York

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