

# Free Webinar Dec. 13: Will luxury hold up in 2024?

December 4, 2023



*Exuberant 2023 holiday season: This year's Rodeo Drive Holiday Lighting Celebration in Beverly Hills, California featured a headline performance by award-winning actor and singer Sheryl Lee Ralph and performances across three stages including by cast members of Love Actually Live. Thousands gathered on the palm tree-dotted luxury fashion street Nov. 16 to see this year's holiday lights and decor theme Up Up and Away Holiday! featuring elements of fanciful hot-air balloons and holiday gifts wrapped in silver, blue, red and white. Image: Kate Jones, Rodeo Drive Committee*

By LUXURY ROUNDTABLE INTELLIGENCE

[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)

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

We also welcome you to register for our [Jan. 17 in-person Luxury Outlook Summit 2024 in New York](#).

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