Beat: Vips

PARIS LUXURY SUMMIT 2016 - Le Luxe Au Singulier

Third Editon, PLACE VENDOME in PARIS

PARIS, 16.12.2016, 13:05 Time

USPA NEWS - On November 13, 2016 was held the third Editon of 'PARIS LUXURY SUMMIT at Place VENDOME in PARIS. The theme for this year's Event was 'Le Luxe au Singulier' (the singular luxury). It was organized by CB News and Publicis Média...

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The Debates and Interviews were as follow :

- Keynote : Guillaume de SEYNES (President of Comité Colbert)
'France of luxury claims its singularity'

- Keynote : Françoise HERNAEZ-FOURRIER (Head of Strategic Planning Ipsos)
' Luxury at the Era of the individual'

- Round Table 1 : 'The Brand looking for exclusivity : When talent creates singularity'
* Animated by : Antigone SCHILLING (journalist and blogger)
* Nicolas DEGENNES - Art Director (Givenchy)
* Richard GEOFFROY - Master of Chai (Dom Perignon)
* Bertrand GUYON - Director of Style (Schiaparelli)
* Jean-Claude ELLENA - Perfumer (Hermès)

- Keynote : Chris McCarthy - Creative Strategy Lead Zoo EMEA
'Creating a unique experience for a unique customer'

- Testimonies : Two unique know-how
* Ramesh NAIR (Art Director - Moynat) interviewed by Marianne MAIRESSE (Editor in Chief - Marie Claire)
* Christian LAURENT (CEO of watchmaking complications - Jaeger-Lecoultre) interviewed by Béatrice IMBERT-FORGEOT (Managing Director Global Clients Blue 449 - Publicis Media)

- Interviews : 'Singularity without borders : a particular eye'
* Keyvan NILFOROUSHAN (Deputy Managing Director - Onefinestay) interviewed by Anne GLEMAREC (journalist Euronews)
* Jenny ZIRINSKY (VP Media International - Coty New York) interviewed by Rachid AÃ?T ADDI (Luxury Director - Teads)

- Round Table 2 : 'The Next Luxury : making of each client a inique person'
* Animated by Isabelle SCHLUMBERGER (CEO Trade and Development - JCDecaux)
* Stephen ALDEN (CEO - Alrov Hotels Group)
* Charif DEBS (Founding President Gemmyo)
* Nicolas GUIRAMAND (International Brand Content Director - Cartier)
* Charles GEORGES-PICOT (Global CEO - Marcel & Publicis 133)

- Three pitches from Three French Start-up 'Paris Luxury Start-up' :
* Animated by Julie RANTY (Publisher Les Echos Start & Capital Finance, Co-Managing Director Vivatechnology)
*Abdel BOUNANE (Cofounder Bright)

* David KLINGBEIL (CEO and Cofounder Dymant.com)
* Cédric MICHEL (Cofounder Pollen AM)

- Master Class 'The uniqueness of the image'
* Bruno AVEILLAN (Photographer and Filmmaker) interviewed by Emmanuelle GROSSIR (Journalist)

- Conclusion : 'The strengh of the Trades'
* Lyne COHEN-SOLAL (President of the National Institute of Art Trades)

With the Sponsorship of the French Ministry of Culture and Communication

Source : Paris Luxury Summit - December 13, 2016 at PAVILLON VENDÃ”ME (Place Vendôme - PARIS)
Photo Cover : * Alessandra SUBLET, Olivier CHAPUIS, Françoise HERNAEZ-FOURRIER & Guillaume de SEYNES

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Article online:
https://www.uspa24.com/bericht-10293/paris-luxury-summit-2016-le-luxe-au-singulier.html

Editorial office and responsibility:
V.i.S.d.P. & Sect. 6 MDStV (German Interstate Media Services Agreement): Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

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contact (at) unitedpressagency.com
Official Federal Reg. No. 7442619