

19TH LUXURY AND CREATION SUMMIT

Thematic program

HÔTEL INTERCONTINENTAL PARIS LE GRAND - THURSDAY MAY 12, 2022



The Luxury and Creation Center is the benchmark think tank and do tank for the luxury and creative professions which aims to decipher the future paths of luxury through its creative, sociological and economic dimensions.

LUXURY IN TRANSITION

DYNAMICS, INFLUENCES, TALENTS

Augmented retail, new consumer expectations, innovative materials, data and AI, blockchains, influencers, new manufacturing processes, relocation ... the Luxury and Creation Summit had, a few days before the lockdown of March 2020, initiated a reflection on these creative disruptions within the luxury industry.

The Covid pandemic has given a boost to these technological (r)evolutions, marketing, but also managerial and even political developments, as evidenced by the development of cancel culture, identity-seeking or the unexpected changes of the year 2021 in China.

In this period of upheaval, the Luxury and Creation Summit offers creators, and in particular the Laureates of Luxury and Creation Talent Awards, to put their creativity at the service of reflection, to better identify the highlights of luxury world and the trends that open. ... To enable us to understand the path that luxury is currently taking. Is luxury still in transition? What dynamics, what influences for what talents?

Both sources of innovations and conveyors of ideas, the creators accompanied by managers, experts, foresightors, influential players, will bring out the profile of the post-crisis years, between uncertainties, renewal and changes in behaviours.

In memory of Kenzo Takada who left us in 2020, according to which "to create was the freedom to be yourself", this 19th Luxury and Creation Summit will thus be a revealing of the free and creative responses that arise today the actors of the luxury industry.

The day will be punctuated by four round tables which will decline the themes reflecting the major fields of action of the luxury world: creating, undertaking, producing and distributing.

Ist round table - **The creator : between audacity and neo-conformism.**

What place for creation and its direct relationship with creator's freedom, in a world where social networks and societal movements tend to reduce the space for creative audacity? This round table will be placed under the auspices of Karl Lagerfeld who, more than any other, embodied his point: "Luxury is freedom of mind, independence, in short, politically incorrect. "

Topics : covid footprints, creative profession, future trends, hand intelligence vs AI & data, culture of excellence, know-how and CSR, standardization vs renewal of creation, from know-how to the brand of luxury, soft power

IInd Round Table – **The entrepreneur : the spleen to success stories.**

There are many opportunities, but the uncertainties have never been greater for entrepreneurs in such a heterogeneous sector as luxury. Spleen for some, success stories for others. And our Ariadne's thread for the day: will the lines of force of creation still be decisive, strengthening this economy of the Offer which structures the world of Luxury?

Topics : creation of new brands, mergers, stock market successes, speculative bubble, Chinese policy, financing, venture capital, role of public authority and regional actions, heritage, concepts at odds with luxury (which heals, which educates, in everyday life), environment VUCA...

IIIrd round table - **The metamorphoses of production.**

Production strategies differ according to the identity of the companies (large globalized groups, independent houses and subcontractors) and the trend towards globalization, but all must meet the new expectations of society. This is how a relocation trend is emerging today, based on the search for security for all..

Topics : globalization vs relocation, CSR, innovations, digitization, industrial and social challenges, new technologies (3D, IA, new materials and new materials) ...

IVth Round Table - **The prophets of distribution**

From digitalization to augmented reality with the requirement of an ever-changing customer experience, luxury retail has been booming for several years. The field of prophecies is rich in multiple varieties !

Topics : influencers, social networks, China, collaboration, brand image, desirability, new businesses, customer evolution, Senior generation, diversification, premium vs ultraluxe products, distribution giants ...