

THE MYSTIQUE OF LUXURY BRANDS CONFERENCE

INVITATION

Conference
Co-Chairs

Curtin
Business School



Ian Phau



Richard Francis



Michel Phan



Klaus Heine

emlyon
business school

AGENDA

Day 1: Luxury Brands Regaining Growth in China: Dialogue between CEOs and Scholars

The first day comprises of industry presentations on luxury brands in three different sessions focusing on the following overarching themes:

- **Session 1: Chinese Luxury Brands:**
Entrepreneurship and Intrapreneurship in China
- **Session 2: Luxury Fashion, Watch and Jewelry Brands:**
Identifying Chinese Consumer Insights
- **Session 3: Luxury Hospitality and Lifestyle brands:**
Leveraging on Customer Relationship Management

Day 2: Academic sessions on luxury brands

The second day comprises of academic sessions on luxury brands by more than fifty presenters from forty academic institutions and eighteen countries. The day is split into twelve sessions that deal with the following themes:

- Luxury branding management and strategies
- Advertising and communication of luxury brands
- Consumer behavior in luxury branding
- Hedonic consumption of luxury brands
- Counterfeits of luxury brands



Venue: The Majesty Plaza Hotel, Ballroom A, No. 719 East Nanjing Road, Shanghai
Conference in English with simultaneous translation

Date: May 12th & 13th, 2016

Conference Fees: 1000 RMB (one day) or 1500 RMB (two days)

Registration: <https://yopay.cn/event/shanghailuxuryconference>

Organizers:



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CONFERENCE AGENDA

Day 1, Thursday, 12 May 2016 – Industry Sessions:

Luxury Brands Regaining Growth in China: Dialogue between CEOs and Scholars

08.00 – 09.00 Registration

09.00 – 10.30 Opening Addresses

- Prof. Carolyn DICKIE, Deputy Pro Vice-Chancellor, Curtin University, Australia
- Prof. William WANG, Associate Dean, emlyon business school, France
- Prof. Ian PHAU, Professor of Marketing, Curtin Business School, Australia
- Prof. Michel PHAN, Director of Lifestyle & Consumption Cluster, emlyon business school, France

Keynote Speeches: Luxury Trends in China

- Michel LY, General Manager China, Qeelin
- Julien LAPKA, Co-CEO, Flamingo
- Leo LIU, President & Managing Director Greater China, Wyndham Hotel Group

10.30 – 11.00 Networking Coffee Break

Session 1 – Chinese Luxury Brands: Entrepreneurship and Intrapreneurship in China

11.00 – 12.30 With the growth of Chinese Consumers' appetite for luxury goods, Chinese luxury brands started to emerge. What should Chinese entrepreneurs or large corporations do to create their own luxury brands? How can Chinese luxury brand differentiate themselves from their western counterparts? How can they be creative?

Panel discussion with:

- Julien LAPKA, Co- CEO, Flamingo
- Edward LU, CEO, Organic+
- Michel LY, General Manager China, Qeelin
- Faye WU, Former Deputy General Manager, Herborist Cosmetics

Scholars:

- Mr. Richard FRANCIS, Director, Asia Business Centre, Curtin University
- Prof. Michel PHAN, emlyon business school
- Dr. Justin Cohen, University of South Australia

12.30 – 13.30 Lunch & Networking

Session 2 – Luxury Fashion, Watch and Jewelry Brands: Identifying Chinese Consumer Insights

13.30 – 15.15 In recent years, many Western fashion, watch and jewelry brands were struggling to appeal to Chinese consumers and some even had to withdraw from the Chinese market. What are the key success factors to remain attractive in Chinese consumers' mind? How can Western brands continue to make Chinese consumers dream and regain their preferences?

Panel discussion with:

- Javier CALVAR, COO, Albatross Global Solutions
- Chuen KOK, COO, Attos Group
- Changhong MI, Founder & Creative Director, Longio Watches
- Max MYERS, Co-Founder, Connoisseur Group / ACC
- Tiffany Patterson, the brand's Founder & Artistic Director
- Maggie WANG, Brand General Manager China, Gaggenau
- Chonxian YANG, General Manager of Delta Tau Diamond

Scholars:

- Prof. Ian PHAU, Curtin Business School
- Prof. Klaus HEINE, emlyon business school
- Dr. Jerry Bin SHEN, Donghua University, Shanghai

15.15 – 15.45 Networking Coffee Break

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Session 3 – Luxury Hospitality and Lifestyle Brands: Leveraging on Customer Relationship Management

15.45 – 17.15 With a growing middle-class in China, the demand for luxury hospitality and lifestyle services are increasing, especially in terms of travel services. What could services and hospitality brands do to take full advantage of this booming market? What are the pitfalls to be aware of? How to build stronger relationships with customers?

Panel discussion with:

- Gino ANDREETTA, CEO Greater China, Club Med
- Kevin GUO, General Manager Marketing Communication, C-Trip China
- Leo LIU, President and Managing Director Greater China, Wyndham Hotel Group
- Fong SIT, Managing Director China, John PAUL (Luxury Concierge Services)

Scholars:

- Prof. Michel PHAN, emlyon business school
- Prof. Vanessa QUINTAL, Curtin University
- Dr. Aken YU, Chairman, Big Data Business Strategy Alliance

17.15 – 17.30 Closing remarks: Prof. William WANG, Associate Dean, emlyon business school

18.30 – 21.30 “Paris of the East Charity Gala Dinner” – VIP Hall (5th Floor) (500 RMB pp)

Day 2, Friday, 13 May 2016 – Academic Sessions

9.00-10.30	Session 1.1 (Leeds Hall) Luxury Fashion Management	Session 1.2 (Lyon Hall) Advertising & Method in Luxury Branding	Session 1.3 (Sydney Hall) Luxury Branding in Asia
11.00-12.30	Session 2.1 (Leeds Hall) Brand Equity	Session 2.2 (Lyon Hall) Hedonic Consumption	Session 2.3 (Sydney Hall) Consumer Behavior
13.30-15.00	Session 3.1 (Leeds Hall) Counterfeit Luxury Products	Session 3.2 (Lyon Hall) Luxury Branding Strategy	Session 3.3 (Sydney Hall) Sinful Luxury Products
15.30-17.00	Session 4.1 (Leeds Hall) Luxury Cosmetics & Brand Heritage	Session 4.2 (Lyon Hall) Emotions in Luxury Branding	Session 4.3 (Sydney Hall) Luxury Branding Online
17.00-18.00	“Sundown Reception & Awards Ceremony”		