

February 16<sup>th</sup> January 2012

## Luxe Corp hosts a Successful 2012 Club e-Luxe Breakfast Seminar

Luxe Corp, the pioneer Luxury Strategy & Management Consultancy company and business services provider to the luxury industry is pleased to announce the success of its 2012 Club e-Luxe Breakfast Seminar, held on Thursday 12<sup>th</sup> January at the Ritz Hotel in Paris. The theme of the seminar was “T-Luxury, M-Luxury, S-Luxury, C-Luxury, I-Luxury & G-Luxury: Using the Multi-Media Platforms to enhance the Luxury e-Reputation & e-Business”. Some of the topics that were analyzed include Gaming Media, Mobile Media, Interactive Media, Tablet Media, Social Media, Customization Media and Online Counterfeiting.

The Breakfast Seminar gathered senior executives of international luxury companies, retail executives and media professionals to listen to some of the brightest minds, innovators and visionaries of digital media. Led by Luxe Corp’s team of Luxury Business Strategists & Analysts, each Speakers brought insight and analysis to their area of expertise, complementing these with live DEMOs and a set of strategic tactics and action plans for the adoption of luxury companies.

In an official statement, the Executive committee of Luxe Corp, stated: *“The 2012 Club e-Luxe Breakfast Seminar enabled luxury brands to grasp the current wave of evolution of digital media particularly the link between the real and virtual worlds across different platforms. We were highly impressed with all the DEMOs that were shown by our exceptional Speakers and Technology Partners; and are encouraged by the positive feedback from nearly every participant.”*

Club e-Luxe is an executive club created by Luxe Corp for digital luxury professionals in response to the urgent need to address the business challenges that luxury companies are facing in the context of the internet, digital media, new technologies and innovation. Since its creation in 2006, Club e-Luxe’s main objective has remained to provide luxury companies with access to the most advanced strategies, knowledge, applications, systems and tools required for luxury to thrive online and offline in the context of technology and innovation.

Based on access through the two annual events, or an annual membership subscription, the benefits of Club e-Luxe include among others, access to the International Summit held every June and the Breakfast Seminar held every January in Paris, where digital luxury executives converge in an exclusive and intimate location to obtain value and enhance business relations.

Luxe Corp provides business services to the luxury industry through three main business divisions under the corporate trademarks Luxe E.t.c. (Strategy Consulting); Club e-Luxe (Executive Club for Digital Luxury professionals); and Luxe-Mag.Com (Online Luxury Business Magazine) and has business representations in Paris, New York and Beijing.



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