Beat: Lifestyle

PARIS LUXURY SUMMIT 2017 - The Luxury Industry Is Enjoying Growth Again

Theatre Des Sablons (Paris), December 12

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USPA NEWS - The Luxury Industry means Big Business. Addressing the Issues faced by Luxury Businesses has become ever-more important in a rapidly changing World. The Trick is that Luxury is at least Two Things : It´s a "Concept" which we can debate and it´s a "business", Sector which is extremely successful. The problem is that the more successful the Sector is becoming, the further it departs from the Concept....

The Luxury Industry means Big Business. Addressing the Issues faced by Luxury Businesses has become ever-more important in a rapidly changing World. The Trick is that Luxury is at least Two Things : It´s a "Concept" which we can debate and it´s a "business", Sector which is extremely successful. The problem is that the more successful the Sector is becoming, the further it departs from the Concept.

Luxury is a Business Model. As soon as it´s a Bit Expensive, it´s in Premium Cties, Premium Streets, Premium Stores, on Premium Websites,... The Essence of Luxury is take time to create long-term Value and if possible don´t become too Hot, don´t become too Fashionable because after Fashionable becomes less Fashionable and Non-fashionable“¦

There is a Point where, in fact, if you want to maintain and expand a Luxury Business, you have to become Singular, Unique, and more Rare. This is where Art comes into play so much. Luxury is not Democratic. By definition, it is Exclusive, Rare and Limited or it becomes a Mass Affluent Product. Luxury products aggressively restrict when, where and how they are made, sold and to whom. This controlled and Limited Availability adds to its Desirability. Just because a Produce is Expensive does not mean it is a Luxury Product. But conversely, all Luxury Products are Expensive. Expensiveness intensifies Rarity and gives reason to believe that the Product delivers on Excellence.

According to Publicis Media, "A closer look reveals contrasting situations from One Region to Another. Thourh Growth Figures for North America, Europe and APAC may be small, these Markets are by far the Largest and draw the near Totality of Growth. Actually, China and the USA alone account for 75% of additional Dollars spent by Maisons until 2019. This is also the First Time China becomes the #1 Growth Contributor ahead of the US, which are expected to enjoy a slightly weaker Growth than Previous Years."

"Like last Year, China remains the #1 Market in terms of Digitalization of Media spend and should keep extending its advance compared to other markets. By 2019, almost 70% of Luxury Brands' Investments in China will go towards Digital Media.... For the First time, we added a New Sector to our Study : Hospitality. Not surprisingly given Consumer Usage. It is by far the most Digitalized Sub-Sector, with already 47% of Adspent Online. Watches & Jewellery have now caught up with Fragrances & Beauty on Digital while Fashion & Accessories are still very Traditional and Print-Oriented."

"Though 2016 went better than expected nd the French Economy is showing encouraging Signs, we still forecast a Sluggish Luxury Advertising Market for the next few years with an Average +0,6% Growth per year until 2019.... Digital represents 20,5% of Total Spends in 2017 and will enjoy the strongest Growth among Media, to reach 25% by 2019. However, this remains far below the Global Average."

On December 12, 2017, at ThéÃ¢tre Des Sablons (Paris - France), was held the 4th Editon of "Paris Luxury Summit" with for this year le Theme "Culture Luxe". This Day-Conference was animated by Alex Taylor (Journalist). The Different Sessions were as follow :

- First Session : "La Culture Luxe, entre Intemporalité et Réinvention"
* Keynote : World Brand Culture
* World Luxury Traking
* Luxury Culture and Digital Culture
* The TV Clips of 2017
* Culture and Luxury Brand Future

- Session 2 : "Les échanges féconds du Luxe et de la culture"
* Luxury, Storyteller
* Revive the Icon
* Exhibition, Cultural Consecration
* Share Brand Culture
* Spread Culture : WeWearCulture
* Each Contact Point is a Cultural Point
* Master Class

- Session 3: "Cultures d'Aujourd'hui, Luxe de Demain"
* Master Class : The Image is dead, "Vive" the Animated Image
* Start-Up Platform : Why the Maisons need Start-Ups ?
* How far will Catwalks go ?
* When Luxury feeds itself with current Cultures
* Brand Safety, Essential Element of Luxury Culture
* Paris, Eternal Capital of Luxury Culture
* The Big Interview

Source : "Paris Luxury Summit - Culture Luxe", held on December 12, 2017 @ ThéÃ¢tre Des Sablons (Paris - France).

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