

Beat: Lifestyle

AN EXCLUSIVE JOURNEY LUXURY SUMMIT BY THE FINANCIAL TIMES AND MICHEL DYENS

LUXURY LEADERS - VENICE RENAISSANCE CITY

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USPA NEWS - The theme of 2018's FT Luxury Summit is "Luxury Disruption: the industry Innovators Changing the Narrative"[1]. "We are honoured and delighted to welcome so many leading industry executives, innovators and financiers at this year's Summit, in Venice. It was first held in Venice 11 years ago, and since that time the industry has undergone seismic change"[2] James Gunnal, Managing Director of FT Live Global Conference & Events, stated. John Ridding, CEO of Financial Times, addressed the warm welcoming words at the reception, Piazzio Grassi, in Venice, on Sunday evening. Jo Ellison Fashion Editor, Financial Times conducted various conversations with the prestigious guests issued from the Fashion industry focus. Jo Ellison, Fashion editor, came up with some interesting insights while conducting the conversation with the special guests focusing the Fashion Luxury world. Here is an excerpt of this conversation with, Paul Andrew Women's creative Director at SALVATORE FERRAGAMO, Alexandre Arnault, CEO RIMOWA, Cedric CHARBIT, CEO BALENCIAGA, Paul Surridge, Creative Director ROBERTO CAVALLI, Xia Ding, President of International fashion, JD.COM, Ulric Jerome, CEO MATCHESFASHION.COM, Rachel Reavley,

VENICE IS THE IDEAL CITY OF RENAISSANCE TO HOST THE SPECIAL GUEST OF LUXURY GOODS

Venice is the ideal city to host prestigious guests from luxury houses attending the Luxury Summit, co-organised by The Financial Times and Michel Dyens, in order to discuss about disruption. They debated about how innovation can anticipate the industry disruptors. The Gen Z and Millennial generation of new customers was at the centre of the discussion, trying to find out if these are the next targets of the luxury market, or if they are the ones ruling the trends through their influential power. Their influence can be vital as they have already changed the retail and media landscape; Jo Ellison said: "We want to explore how young and established brands are innovating to stay ahead in this changing consumer landscape,"[3] said Jo Ellison, fashion editor of the FT, London.

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Here is the an excerpt of the dialogue with Ms. Jo Ellison-----

What can attendees expect this year at the Venice summit in terms of content and presentation? How many folks do you expect will attend versus last year?-----

The two-day flagship event features interviews with some of the biggest names in fashion, including Diego Della Valle, Cédric Charbit, Stefano Gabbana and Domenico Dolce, Katharine Hamnett, Luca di Montezemolo and Erdem Moralioglu.

Marie-Claire Daveu, chief sustainability officer at Kering will be addressing key industry issues such as sustainable fashion and green manufacturing. Italy's former prime minister and president of Bocconi University, Mario Monti, will discuss the industry's economic outlook with the FT's chief economic commentator, Martin Wolf.

More than 400 people registered last year and we're expecting a similar number to attend this year.

Why the choice of Venice? How far out do you decide the venue for the conference?

We decided to host the summit in Venice as its historical role as a luxury trading centre made it an interesting place from which to examine disruption. Venice has had to adapt and change over the centuries to meet the changing market. And is still thriving. The lineup this year has a mix of young and experienced executives from new and established brands. What was the thinking behind your choice of speakers?-----

We want to explore how young and established brands are innovating to stay ahead in this changing consumer landscape.

We're excited to welcome the 25-year-old CEO of Rimowa suitcases, Alexandre Arnault, to the stage and, of course, the classic Italian duo, Dolce and Gabbana, whose 37-year-old company has gone through enormous change over the years.

Disruption seems to be the "in"[4] word across every business sector. What does it mean in luxury and fashion?

In the luxury market disruptors come in many forms, but we'll be looking specifically at how digital has changed the way brands market their products and services and how consumer spending is paving the way for new industry innovators.

The last session was dedicated to Erdem MORALIOGLU, the notorious American-Turkish designer, telling us his own story and path and sharing his visions for the future

Jo Ellison led the discussion with Erdem Moraglioglu about how to “staying Independent and looking forward“^[7]. “As over a decade into launching his own business Erdem, owner and creative Director of ERDEM, is the name on everyone’s lips when it comes to elegant feminine styles“^[7].

Luca Cordero Di Montezemolo, President NTV Former chairman FIAT and FERRARI, was a special guest in conversation with Gilian De Bono, fashion Editor, How to Spend it, and Assistant Editor FINANCIAL TIMES. Mr Montezemolo is a funny and enthusiastic leader of the Luxury world, renowned for his energetic keynotes, at luxury summits and conferences. Luca Cordero Di Montezemolo, as usual, shared some steps of his own path and delivered somehow a couple of tips and advises that could be precious for the audience amongst them, the happy few creators, designers, and retail representatives. He also unveiled “Italia“^[7] his new concept, the future luxurious speed train, to be manufactured shortly in Italy.

The closing remarks were made by Angela Mackay, resuming the intensive three days of the Financial Times Luxury Summit, bringing with new insights and view of the perspectives of the Houses of luxury and the visions for the future. Angela thanked every single guest and attendees, for their active participation during the summit, recalling the exceptional site of Venice, city of the Renaissance.

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