Salon du Luxe returns to Paris July 11

By Chenu Alexis  ·  11 July 2017

For its third edition, the Salon du Luxe, which since 2015 has been gathering historic fashion houses, major luxury groups, start-ups and craftsman -- will set up again at the Maison de la Chimie, in the 7th arrondissement in Paris, on Tuesday July 11.

For this season, the tradeshow will present over just one day (instead of two like previously) -- the organisers running different events during the course of the year (including the conference "It's Luxe Time" held last March on Africa and luxury) -- the luxury tradeshow will host festivities from 9 a.m. with a premier session from the event's founder, Laura Perrard and a zapping of luxury news presented by Eric Briones, director of strategic planning at Publicis EtNous.

All throughout the day, speeches and conferences will take place; the main theme of this year being the "new rules of the game in the world of luxury," seen in the discussion of sustainable luxury, innovation, big data and the new rules and standards of the sector.

Planned sessions are to be held by Marie-Claire Daveu, director of sustainable development and international institutional affairs in Kering (10 am), Françoise Hernaez Fourrier, director of strategic planning in Ipsos (11 am) and artist Richard Orlinski, as well as several debates -- expected to liven up the event.

This includes a talk lead by Julien Tauvel, president of creation and foresight at studio Imprudence, who will discuss 'hacking the rules of luxury to free the imagination' (12:45pm). Then there's the 'state of luxury in ten years' (3pm), the 'sustainable luxury, metamorphosis in the service of desirability' (4 pm), and 'new influential marketing rules (6 pm).

Close to thirty speakers are expected to front the stage including Ludovic Du Plessis, general manager of Louis XIII, Dominique Guiffard, director of information systems at Céline, Lana Glazman, Estée Lauder’s vice president of marketing, and more than 1,000 visitors are expected to attend.

Parallel to the discussions and talks, the Salon du Luxe will present an exhibition space dedicated to craftsmanship and new technologies, including the 'Experiences' sessions -- three immersive functions of the Lab Imprudence, which allows visitors to catch a glimpse of the world and luxury in 2030, 2050 and 2070.

By Chenu Alexis
Translated by Benjamin Fitzgerald

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