

LUXURY SUMMIT 2021

EVENT PROGRAM

9:00 AM **WELCOMING REMARKS**
Alberto Milani, IACC President and Senior Luxury Advisor, Richline Group a Berkshire Hathaway Company

9:05 AM **STATE OF THE INDUSTRY REPORT**
"Luxury in 2020: Trends and Insights"

9:30 AM **PANEL DISCUSSION**
"How Top Italian Brands are Surviving and Thriving"

Leading Italian executives in the fields of beauty, fashion, accessories and licenses will discuss the challenges they are facing in this "new world" and will share key ingredients to being a CEO today including: how to motivate today's employees, the role of tradition vs. disruption in marketing, how and what to communicate in a reduced media milieu, how to choose and use personalities and influencers, how to approach a rapidly changing ethnic reality in the USA and, last but not least, how Made in Italy translates in this new landscape.

Moderated by Venanzio Ciampa, President, The Promotion Factory

10:00 AM **PANEL DISCUSSION**
"How Young Executives See Luxury Shaping Up in 2021"

What does the post-vaccination world look like for luxury, fashion, jewelry, media and retail's youngest audiences? Which trends are holding steady and which new trends are emerging for the Generation Y and Z demographics?

Moderated by Anthony DeMarco, Senior Contributor, Forbes

10:30 AM **PANEL DISCUSSION**
"The Future of Privacy and Personalization"

Privacy legislation, cybersecurity risks, the end of third-party cookies. What is a digital marketer to do? In this brief journey, we will demonstrate how privacy and personalization can co-exist in complete harmony, and how, by leveraging customer data, analytics and emotional intelligence, luxury brands can accelerate performance in the Roaring 2020s.

Moderated by Milton Pedraza, CEO, The Luxury Institute

11:15 AM **LOOKING AHEAD: 7 UNCONVENTIONAL LUXURY TRENDS FOR THE ROARING 2020S (BONUS SESSION)**

2020 was a tumultuous year. The Roaring 2020s promise to be as volatile, but with far more exciting opportunities for those who are prepared to reinvent and innovate beyond the general trends. We will share seven unique luxury trends you won't find anywhere else that will help you to elevate your brand in the years ahead.

Milton Pedraza, CEO, The Luxury Institute

11:55 AM **CLOSING REMARKS**
Alberto Milani, IACC President and Senior Luxury Advisor, Richline Group a Berkshire Hathaway Company