“THE ART OF CREATING EMOTIONS IN A FAST-MOVING & GLOBAL WORLD”

12 & 13 April 2018
MERIDIEN BEACH PLAZA MONACO
THURSDAY 12 APRIL 2018
CHAIR OF THE DAY: DR MARIKA TAIHOFF,
INTERNATIONAL UNIVERSITY OF MONACO

THEME 1: LUXURY, EXPERIENCES & EMOTIONS
THE ROLE OF EMOTIONS IN THE CUSTOMER JOURNEY

9:00 AM
Welcome speech by Jean-Philippe Muller, General Director, International University of Monaco

9:10 AM
INTRODUCTORY KEYNOTE SPEECH: Luxury brands and emotions, by Jean-Noël KAPFERER

9:35 AM
Forewords by the Scientific Organization Committee

09:45-11:15 AM
ACADEMIC SESSIONS N°1

Track A - Luxury In-Store Relationships
Jean-Louis Chandon, Mariem El Euch Maalej, (both from INSEEC Business School) & Fanny Dugot (Paris Nanterre University & INSEEC Business School)
- When Luxury Considers Service Specificities: Unpacking Experts’ and Academics’ Viewpoints about the Role of Salespersons
Mohammad Kermanshak (York University) & Leila Hamzouni (University of Ottawa)
- The effect of consumer knowledge on bandwagon luxury consumption

Track B - Consumer Rapport to Luxury: Intercultural Comparisons
Paurav Shukla (Essex Business School), Dina Khalifa & Thomas Peschken (Glasgow Caledonian University)
- Consumers’ need for uniqueness, attitude functions and behavioral intentions for luxury brands
Jean-Noël Kapferer (INSEEC Business School) & Pierre Valette-Florence (IAE Grenoble)
Mohammad Kermanshak (York University) & Leila Hamzouni (University of Ottawa)
- The effect of consumer knowledge on bandwagon luxury consumption

Track C - Strategic Issues in Luxury
Fabio Duma & Maya Gadgil (both from Zurich University of Applied Sciences)
- Le luxe est mort, vive le luxe! Niche luxury brands in the era of masstige
Elena Ehrensperger & Daria Erkhova (both from University of Bern)
- Capabilities of Luxury Startups
Sindy Liu & Claudia Henninger (both from the University of Manchester)
- Managing the standardization-localization dilemma of luxury fashion brands – defining a new luxury brand management model for China

11:15 AM
COFFEE BREAK

09:45-11:15 AM
PANEL DISCUSSION
TRADITIONAL SWISS LUXURY WATCHMAKERS AND GLOBAL/DIGITAL DISRUPTION

As an increasing number of fine timepieces are being sold online, Swiss Luxury Watchmakers are facing the contradictions and challenges of globalization and digitalization. How the Swiss companies are addressing these challenges, and what have been / will be their strategies for sustainable growth in the future in order to continue to be perceived as great watch brands, are some of the questions which will be raised in the panel discussion.

FELICITAS MORHART & KAREN OLIVO, FOUNDER AND PRESIDENT OF LUX8 LTD
EDOARD MEYLAN, CEO H. MOSER & CIE
MICHELE SOFISTI, FOUNDER AND PRESIDENT OF SOFIST MANAGEMENT
ALEXANDER LINZ, PARTNER, WWW.WATCHADVISOR.COM
MARC BROS DE PUCHHEIDEN, MEMBER OF THE BOARD AND CEO, B & W BAGEL
Thursday 12 April 2018
Chair of the day: Dr Marika Taishoff, International University of Monaco

11:45 am - 12:45 pm
Academic Sessions N°2

Track A - Single-Brand vs. Multi-Brand Luxury Stores

Perrine Desmichel & Bruno Kocher (both from University of Lausanne)
- Indulge Yourself! The Effect of Hedonic Goals in Multi- and Single-brand Luxury Stores

Hannele Kauppinen-Raisanen (University of Vaasa) & Hans Mühlbacher (International University of Monaco)
- Exploring shopping experiences in directly operated luxury brand stores

Track B - Relationship to Luxury

Mouna Bouamous (University of Kairouan), Sarah Ben Bouyahia & Fawzi Dekhil (both from University of Tunis El Manar)
- Brand experience & Luxury brands: Effects on perception & purchase intention

Track C - Luxury and Sustainability (A)

Thierry Delécolle (ISC Paris Business School) & Béatrice Parguel (CNRS, University Paris-Dauphine)
- Does positioning sustain luxury brands perceived sustainability?

Case Study 11:45 am - 12:45 pm

Burberry’s Case "See Now/Buy Now"

As one of the acknowledge leaders in e-commerce, Burberry invented the concept of “See Now/Buy Now” while enabling consumers to purchase their Runway products straight after the Show, a benefit increasingly being sought by fashion savvy consumers worldwide. Once the runway lights are switched off, customers can buy, online and off, the products they have just seen on stage. How does Burberry succeed in managing diverse customer experiences throughout its various channels, and so enable clients to purchase their “dreams” immediately after having seen them? What is the feedback and learning outcomes from a luxury brand long at the forefront of the “See Now/Buy Now” approach? What are the challenges and the perks of this new Business model?

Veronica Sartori, Director of Merchandising Shoes, Burberry
THURSDAY 12 APRIL 2018

CHAIR OF THE DAY: DR MARIKA TAI SHOFF,
INTERNATIONAL UNIVERSITY OF MONACO

3:45 - 4:45 PM
ACADEMIC SESSIONS N°3

Track A: Internet for Luxury
Zahra Fazeli (University of Brighton), Paurav Shukla (University of Essex) & Keith Perks (University of Brighton)
- Luxury Shopping in the Cyberspace: The Role of Regulatory Focus, Regulatory Fit and Self-construct in the Online Luxury Goods Purchase Intentions

Léo Trespeuch (University of Québec at Trois-Rivières) & Elisabeth Robinot (University of Québec at Montréal)
- Internet user participation: blessing or curse for luxury brands

Track B: Millennials and Luxury
Swarnam de Kerwer (ISAE School of Management) & Carlos Rodriquez (Delaware State University)
- Luxury Brand Experiences and Relationship Quality for Millennials: The Role of Self-Expansion

Jean-Noël Kapferer (INSEEC Business School) & Anne Michaut-Denizeau (HEC Paris)
- Are millennials really redefining luxury?

Track C: Luxury and Sustainability (B)
Nabanita Talukdar (Golden Gate University) & Shubin Yu (Peking University)
- Are Materialists Green? The Effect of Materialism on Consumers’ Perceived Value and Purchase Intention of Sustainable Luxury Products

Alessandro Brun, Alessandra Zampieri & Hakan Karacan (all from Politecnico di Milano)
- Sustainability in the Luxury Fashion Supply Chain: Millennials’ Perception

4:45 - 5:15 PM
ACADEMIC SESSIONS N°4

Track A: Luxury Counterfeits
Julia Russched (École Polytechnique, CNRS, Université Paris-Saclay)
- Talking about my generation: The influence of age on counterfeit luxury consumption in the GCC countries

Track B: Celebrities for Luxury
Pantea Foroudi, Shahzeb Hussain (both from Middlesex University), Maria Teresa Cuomo (University of Salerno) & T.C. Melewar (Middlesex University)
- The effects of celebrity credibility, celebrity familiarity, luxury brand value, and brand awareness on attitude towards celebrity, brand, and purchase intention

Track C: Luxury: Market-Driving vs. Market-Driven Strategies
Ashlee Humphreys & Gregory Carpenter (both from Northwestern University)
- Red White & Cru: Market Driving Strategies, Status Games, and Competitive Advantage on the U.S. Wine Industry

6:15 - 5:45 PM
ACADEMIC SESSIONS N°5

Track A: Editing Academic Journals
Naveen Donthu (Georgia State University), Editor-in-Chief, Journal of Business Research
- Lessons from JBR Editorship

5:15 - 5:45 PM
CONCLUSIONS OF THE DAY - ROUND TABLE
Future trends and topics for Research

6:00 - 7:00 PM
HAPPY HOUR AND FASHION SHOW

6:00 PM
GALA DINNER

Case Study 4:00 - 5:00 PM

MONTE-CARLO SOCIÉTÉ DES BAINS DE MER OR HOW TO MAKE MONTE-CARLO THE MOST LUXURIOUS EXPERIENCE IN THE WORLD

Beginning with its founding of Monte-Carlo in the 1860s, the Société des Bains de Mer has shown over and over again what it takes to create a unique and all-encompassing luxury experience for the world’s most discerning clientele. As the brand’s founder put it in 1875: “...it is not gold that brings the rich and artists, to Monte-Carlo, but rather the desire to free themselves from everything, to tempt chance, to be against fate, and this is why we must give them dreams, pleasure and beauty.”

THIS SESSION WILL EXAMINE THIS LONG STORY AND ITS UNIQUE CULTURE, WHILE ALSO DISCUSSING THE CHALLENGES AHEAD. SOME OF THE TOPICS INCLUDE:

- Branding emotions and experiences.
- Designing unique and integrated offers, services and spaces.
- Creating emotions and enchantment amongst the Ultra High Net Worth Individuals - what are the benchmarks?

MARIKA TAI SHOFF, INTERNATIONAL UNIVERSITY OF MONACO
AXEL HOPPENOT, EXECUTIVE VICE PRESIDENT SALES & MARKETING, MONTE-CARLO SOCIÉTÉ DES BAINS DE MER
FRIDAY 13 APRIL 2018
CHAIR OF THE DAY: DR MARIKA TAISHOFF, INTERNATIONAL UNIVERSITY OF MONACO

8.30AM
Welcoming Participants

9.00AM
Welcome speech by the Chair of the day, Dr Marika Taishoff

9.10AM
LUXURY INSIGHTS
Consumers' New Luxury Culture & Emotional Drivers of luxury consumption by Natacha Chemet, Insight Manager IPSOS

In a world undergoing profound change, where access to information is facilitated thanks to new technologies, where consumer interest is shifting on experience over possession, what can be said about consumers’ state of mind? What are their experiences? What dynamics between reason and emotion come into play when making a luxury purchase? Luxury culture report sets the standard for luxury market studies. Every year, this global monitor analyses trends and allows them to express themselves more freely. The latest WLT wave covers: France, Italy, Spain, Germany, UK, USA, Saudi Arabia, the United Arab Emirates, detailing the emergence of the WLT wave throughout the different markets. 10 years after its first wave, the WLT has been renewed to better understand new consumer expectations and brand management.

SELVINE MOHANAS DU MÉNIL, Commercial and Business Development Director, SONIA RYKIEL
JEAN-REMY LEVIS, CEO, MAD NETWORK

10.30AM
COFFEE BREAK

8.25-8.30AM
PANEL DISCUSSION
The future of luxury retail

Lake Louise: Crafting luxury experiences through materiality: unique products and spaces

DAVID SOBEL, President, THE OTHER STORE

9.00-9.15AM
ACADEMIC SESSIONS N°6

Track B - Displaying Luxury
Geeddele Kriekels, Sander Cazier (University of Lausanne); David Dubois (INSEAD); Gilles Laurent, INSEEC Business School; Bruno Kocher (University of Lausanne)

How does sharing vs. possession question identity? A study on luxury clothing and second-hand luxury brands.

Daena Goo (Harvard Business School); Nalaya Ordabayeva (Boston College); Anat Keinan & Sandrine Cramer (both from Harvard Business School)

The Impostor Syndrome from Luxury Consumption

Track C - Scales to Measure Luxury
Clifford Young (all from University of Colorado Denver)

Consumer “Own” Luxury Signals in their journeys?

When Speaking Less Says More: When and how do customers “Own” Luxury Signals in Conversation

Leila Loussaief & Coralie Damay (ISC Paris); Pierre Valette-Florence (IAE Grenoble); Aurélie Kessous (IHEParis); Pierre Valette-Florence (IAE Grenoble)

From Prada to Nada: Conspicuous luxury consumption and brand attachment: A contrast of genuine luxury brands and second-hand luxurious brands.

Track D - Atttitudes towards Foreign Luxury
Vanessa Patrick (University of Houston); Sonja Prokop (Ibusiness School)

Homing on willingness to buy foreign products despite successful brand extensions

11.00AM-12.00PM
ACADEMIC SESSIONS N°7

Track A - Second-Hand Luxury
Linda Tunuren (University of Helsinki); Ógi Lääksomies (University of Vaasa)

Exploring the shopping styles of luxury second-hand customers

Shilaan Alzahawi (all from INSEAD); Clément Bellet, David Dubois, Frédéric Godart & Bruno Kocher (University of Lausanne)

Managing the Flame of Desire: How gender norms influence the making of status products. The case of high-end women’s footwear

Sandrine Crener (both from Harvard Business School); Goeddele Kriekels (INSEAD); Marie-Odile Cardon and Leila Loussaief (both from ISCE Paris)

High-End Women’s Footwear: Making of Status Products

Track B - Design Strategies for Luxury
Fernando Fastoso (University of York); Heribert Prokopec (Essec Business School)

“Luxury made in China” and consumer culture positioning of premium cars

Vanessa Patrick (University of Houston); Sonja Prokop (Ibusiness School)

Luxury during embargo: the influence of economic anxiety, cosmopolitanism and patriotism on willingness to buy foreign products

Track C - Marketing Strategies for Luxury
Jonathan Siboni, CEO, LUXURY INSIGHT

CHINESE GLOBE SHOPPERS: HOW TO UNDERSTAND AND TARGET CHINESE TOURISTS?

130 Million Chinese travellers acquire €80 billion worth of personal luxury goods every year, making it a top priority for luxury brands to better understand their dynamics. How to target them in China, how to communicate with them and MAP their journeys?

Catherine Armancq-F, President International, WALLACE CHEN
Michel Campan, Chairman, PIAZZONIEN LUXURY
Jean Revis, CEO, MAD NETWORK

12.00-1.00PM
Academic Sessions N°8

Track A - Second-Hand Luxury
Fernando Fastoso (University of York); Heribert Prokopec (Essec Business School)

Designing the flame of desire: How luxury brands can retain brand desirability despite successful brand extensions

Boris Barkovskiy (HEDGE Business School); Fernanda Pastosa (University of York); Herbert Geil (University of Augsburg)

Track B - Design Strategies for Luxury
Clément Bellet, David Dubois, Frédéric Godart & Shilaa Alzahawie (all from INSEAD)

Managing the flame of desire: How luxury brands can retain brand desirability despite successful brand extensions
Friday 13 April 2018
Chair of the Day: Dr Marika Taishoff,
International University of Monaco

Theme 2: What’s Next: The Future of Luxury
Crafting luxury experiences through materiality: unique products and spaces

1:00pm Buffet Lunch

2:15pm Keynote Speech: What’s next? Emotional, Experiential, Innovative, and Sustainable: a vision for the future, by Marie Claire Daveu, Chief Sustainability Officer and Head of International Institutional Affairs, KERING

2:45-3:45pm Academic Sessions N°8

Track A - Renting Luxury
Alexandra Campbell (York University) & Guergana Guintcheva (EDHEC Business School)

_The Role of Consumer On-Line Discourse in De-Legitimizing Access-Based Consumption for Luxury Handbags
Goedele Krekels, Bruno Kocher, Sandor Czellar (all from University of Lausanne) & Brigitte Muller (University of Toulon)

_ I don’t own it but it’s mine: The impact of Materialism on New Modes of Luxury Consumption

Track B - Luxury, Rarity and Uniqueness
Jiaying Zhang & Nagaasawa Shinya (both from Waseda University)

_Study on luxury brand authenticity’s influence on brand rarity
Anastasios Stathopoulos (International University of Monaco), George Ballabram (Ie Business School), Savaresia Spyropoulou & Constantin Katakas (both from Leeds University)

_Value orientations’ effect on the value consumers ascribe to luxuries and consumer proclivity to luxury consumption

Track C - Art and Luxury
Stefania Masé (University of Pau), Elena Cedrola, Cristina Davino (both from University of Macerata), Geneviève Cohen-Cheminet (Paris Sorbonne University)

_Art-based secondary associations for luxury brands
Christel de Lassus (Université Paris-Est)

_How Do Millennials Respond to Art in Luxury Stores?

3:45pm Coffee Break

4:15pm Closing Speech: Passion, authenticity, emotion. Blancpain’s commitment to the ocean, by Alain Delamuraz, Vice President, BLANCPAIN

4:45-6:00pm Closing Cocktail Party

Panel Discussion 2:45-3:45pm

The ’Ultra-High’ Networth Individuals: Unique Products for Unique / Extreme Experiences

Luxury consumers, and even more so millionaires and billionaires spend more on experiences than they would on “things”. The world’s ultra high net worth (UHNW) population, or those with $30m or more in net worth, represent a total combined wealth of $27 trillion.

The annual Wealth-X World Ultra Wealth Report present a high level view of the most popular interests among UHNW individuals.

As a passion, as a hobby, as a sport, as a lifestyle, a yacht plays an important role in the life and “the must have” of these billionaires.

But how do they dream, purchase, live the yacht experience?

What are the latest trends in this fast growing niche industry?

Manuel Bianchi, Managing Director Europe, Wealth X
Luciano Aglioni, Account Director, The Superyacht Group
Timothy Hamilton, Director Americas, Lurssen
Toby Walker, Area Sales Manager West Europe and North Europe, Benetti Yachts