



MONACO SYMPOSIUM ON LUXURY 2025

Day 1: Tuesday, April 1st, 2025

Location: Le Meridien Hotel Beach Plaza

AGENDA Day 1 – Tuesday, April 1st, 2025

2:00 pm – Welcome to the 2025 Monaco Symposium participants and guests

2:30 pm – Opening Conferences

- **Welcome address** by *Dr. Jean-Philippe Muller*, General Director and Dean, INTERNATIONAL UNIVERSITY OF MONACO & *Dr. Pierre Vallette Florence*, Head Scientific Committee, MONACO SYMPOSIUM ON LUXURY
- **IUM, a Center of Excellence in Experiential Luxury** by *Dr Maria-Teresa Torchia*, Head of Research and *Sophie de Lorenzo*, Director of Corporate Relations, INTERNATIONAL UNIVERSITY OF MONACO
- **Opening Keynote Speech** by *Jacques-Olivier Chauvin*, CEO, FAUCHON HOSPITALITY
 - *Brand Enrichment - Delivering the brand's legendary glamorous Parisian 'art de vivre' experience to hotel guests in new continents and markets*
- **Bain & Co Worldwide Market Study** – *What's next for luxury in 2025 and beyond?* by *Nathalie Remy*, Partner, BAIN & CO

4:00 pm – Coffee Break

4:30 pm – Special Round Table Discussion – In Partnership with *Les Conseillers du Commerce Extérieur de la France (CCE)*

“Le luxe à la Française” – The French Luxury

- *Sophie Arnaud Deromedi*, Member of The Executive Board of LES CONSEILLERS DU COMMERCE EXTÉRIEUR DE LA FRANCE, CEO of Astoria, leads the discussion on the 68 billion per year industry.
- **Key topics:** *Savoir-Faire, Métiers D'Art, History, Innovation, and Future Stakes*
- **Panelists:**
 - *SE Jean-D'Haussonville* – Son Excellence Monsieur L'Ambassadeur de France à Monaco
 - *Bénédicte Épinay* – President & CEO, Le COMITÉ COLBERT (representing 96 Luxury Brands)
 - *Luc Lesénécal* – President, INSTITUT POUR LES SAVOIR-FAIRE FRANÇAIS
 - *Sylvie Tarbouriech* – Vice-President Air France Global Brand & Marketing Communication, AIR FRANCE

6:00 pm – Networking Cocktail Party – *Terrasse Le Meridien*

8:30 pm – End of the Day



MONACO SYMPOSIUM ON LUXURY 2025

Day 2: Wednesday, April 2nd, 2025

Location: International University of Monaco & Meridien Hotel Beach Plaza

AGENDA DAY 2 – Wednesday, April 2nd, 2025 @ IUM

8:30 am – Welcome Coffee

9:00 – 10:30 am – Academic Sessions (16)

Session 1: Sustainable Luxury & Aesthetics (Room 206)

1. *Sustainable Luxury is a Question of Aesthetics: The Role of Authenticity and Conspicuous Consumption* - **Matteo De Angelis, Cesare Amatulli, Rumen I. Pozharliev, Ernesto Cardamone, Martina Di Cioccio**
2. *Bridging the Green Gap: A Systematic Literature Review on Increasing Purchase Intention and Willingness to Pay for Sustainable Luxury Products* - **Caroline Grauel**
3. *Is Anti-Aesthetics Meaningful? Complementing the Social Distinction Framework in Ugly Fashion* - **Caroline Ardelet, Céline Stiris**

Session 2: Luxury in the Anthropocene Era & New Luxury Paradigms (Room 207)

1. *Compound Luxury Brand Authority: Expanding and Updating a Central Concept* - **Clara Lecerf, Benjamin Voyer, Luca Visconti**
2. *The Consumer-Actor in the Anthropocene Era: Proposing the Concept of Eco-Lucidity through the Practice of Actions* - **Virginie Vandenbulcke, Helene Cristini, Janine Hobeika**
3. *New Luxury Positions: Value-Fusion Offerings through the Synergy of Integration Network Development, Hyper-Personalized Identity Design & Price Acceptance Mechanisms* - **Andrea Reméyi**
4. *Monaco's Resonant Luxury: "The Good Life" for a Symbiocene Era* - **Marika Taishoff, Helene Cristini**

Session 3: New Technologies & the Future of Luxury (Room 208)

1. *Digital Innovation in the Luxury Sector: When Can Technology Damage Brand Exclusivity and Brand Attractiveness?* - **David Wilhelm, Sandra Praxmarer-Carus, Philipp A. Rauschnabel**
2. *Technology and Consumer Closeness: Shaping the Future of Luxury* - **David Wilhelm, Sandra Praxmarer-Carus, Philipp A. Rauschnabel**
3. *Redefining Luxury in a Multipolar World* - **Ali Khan**

4. *Revolutionizing Guest Experiences: Perspectives on Using Extended Reality in Restaurant Dining* - **Vasilisa Zhuravleva**

Session 4: Negative Luxury Perceptions & Identity Threats (Room 215)

1. *Talk Less, Impress More: How Human Speech Backfires in Luxury Brand Advertising Videos by Reducing Awe* - **Zitian Adam**
2. *From Prestige to Shame: How Consumers Cope with Luxury Shaming and Identity Threats* - **Julia Pueschel, Bernd Schmitt, Shuyl Hao**
3. *Sacred Vs. Profane: How Inconspicuous Luxury Reclaims Authenticity* - **Siham Mourad, Dina Abarchan**
4. *Women in Luxury – Identity Formation in the Job Domain* - **Marlena Ciszek, Jonas Holmqvist**

10:30 am - Coffee Break

11:00 am - 12:30 pm Academic Presentations (16) @ IUM

Session 5: Segmenting & Profiling Luxury Consumers (Room 206)

1. *Emotional Brand Attachment Towards Ultra-Luxury Brands: Conceptual Discussion and Empirical Study of UHNW Consumers* - **Harley Krohmer, Andeas Hediger**
2. *Segmenting Luxury Consumers in Normalized Luxury Markets: Devotees, Discerners, and Dissentients* - **Areej Alhouli**
3. *Towards a Brand Value Measure for Luxury Brands* - **Ilias Kapareliotis**
4. *The Perceived Value of Innovation Among Young Luxury Consumers: The Case of Voice Commerce and Its Contribution to the Customer Experience* - **Angy Geerts, Aurélie Vachaud**

Session 6: Emerging Luxury Dimensions (Room 207)

1. *Status Construction in Virtual Brand Communities: Conceptualization, Measurements, and Marketing Outcomes* - **Wuxia Bao, Jin Wang, Shubin Yu**
2. *Can Brand Activism Benefit Luxury Brands?* - **Dina Khalifa, Victoria-Sophie Osburg**
3. *Beyond Five Stars: Exploring the Unique Dimensions of Palace Services Through Qualitative Consumer Insights* - **Benjamin Bernard, Angy Geerts**
4. *(Luxury) Brand Design Scale Development: The Construct, Research Propositions, and Consequences* - **Gursel Ilipinar, Damien Bazin**

Session 7: Luxury Fashion (Room 208)

1. *Rethinking Globalization: Re-shoring Strategy as a Driver of Competitive Advantage in the Luxury Fashion Industry* - **Valentina Della Corte, Enrico Di Taranto, Simone Luongo**

2. *Manus et Machina: Responses to AI Disruption in Couture Fashion Design* - Laura K. Hoeger, Julia Pueschel
3. *Innovating Through Luxury: A New Path to Sustainable Fashion Practices* - **Gianluca Tedaldi**
4. *7 Degrees of Separation or Less? Inspiring the Next Generation of Italian Luxury Craftspeople: An Experimental Study in Italian Fashion Districts* - **Annalisa Tarquini-Poli, Ignacio Duran**

Session 8: Luxury Research Literature & Artificial Intelligence (Room 215)

1. *Mapping the Evolution of Luxury Research* - **Martin Wetzels, Ruud Wetzels, Pierre Valette-Florence**
2. *A Literature Review: Exploring Luxury Brand Extensions into the Cosmetics Industry* - **Allison Rose Hess**
3. *The Future of Exclusivity: How AI & Data Are Redefining Luxury's Rarity Factor* - **Annamaria Tartaglia**
4. *Luxury Consumption in the Artificial Intelligence Era: The Inevitable Evolution* - **Natalia Shumeiko**

12:30 pm - Lunch Buffet (Room 204-205 & Cafeteria)

1:30 pm - 3:00 pm Academic Sessions

Session 9: Shifting Motivations in Luxury Consumption (Room 206)

1. *Is This Price Fair? Exploring the Impact of Perceived Value and Price Fairness on Luxury Brand Loyalty* - **Suhyoung Ahn, JungKun Park**
2. *Drivers of Trust in the Luxury Supply Chain: The Case of Luxury Food* - **Kateryna Merkulova**
3. *Luxury Tourism on Sale - When Platforms' Customers Are More Demanding Than Regular Luxury Customers: Hotel Managers' Perspective* - **Angy Geerts, Julie Masset**
4. *Old Money vs. New Desires: Understanding Shifting Motivations in Luxury Consumption* - **Jülide Neşe Erdöl, İrem Erdoğan**

Session 10: Enhancing Luxury Perceptions (Room 207)

1. *Behind Every Purchase: The Invisible Work of Customer Emotional Labor in Luxury Retail* - **Yuhsuan Chen, Jungkun Park**
2. *The Role of Rarity: Enhancing Luxury Perceptions Through Brand Name Strategies* - **Valentina Clergue, Florent Girardina**
3. *The Key to Building Loyal Customers: An SEM Model Analysis of Jewelry & Watch and Apparel Brands in the Japanese Market* - **Misaki Funabiki, Shinya Nagasawa**
4. *Museum or Spectacular Luxury Retail? Opposites and Contradictions* - **Suzane Strehlau**

Session 11: Luxury in an Age of Upheaval (Room 208)

1. *Transparency in Motion: How Swiss Luxury Watch Brands Position Towards Traceability Technology* - **Dusica Lehmann**
2. *Economic Resilience of the Luxury Industry: Crisis Resistance During and After the COVID-19 Events* - **Krisztina Soreg**
3. *Space Oddity: How Human Density Influences Satisfaction in Luxury Services* - **Annalisa Fraccardo, Béatrice Parguel, Timo Mandler**
4. *Can India Emerge as the Next China in the Global Luxury Market?* - **Eleonora Cattaneo, Simon Joseph**

12:30 pm - Lunch Buffet - Room 204-205 & Cafeteria

3:15 pm - Shuttle to Le Meridien Beach Plaza

3:30 pm - Welcome to the Ultra High Net Worth Individual Insight **Summit 2025** (Meridien Hotel)

3:45 pm - Experiential Tourism and Experiential Yachting – Designing Unique Strategies in Luxury Destination Management

1. *Latest Academic Research on UHNWI Consumption and Client Management Approaches* - **Dr. Annalisa Tarquini, Dr. Phil Klaus, International University of Monaco**
2. **Meritxell Gonzalez - Director of Marina & Retail, BULGARI RESORTS AND RESIDENCES DUBAI**
3. *Yacht Club Costa Esmaralda (tbc)*

6:30 pm - Aperitive on the Terrace - **Meridien Hotel Beach Plaza**

19:30 pm – 11:00 pm – Gala Dinner - Meridien Hotel Beach Plaza



MONACO SYMPOSIUM ON LUXURY 2025

Day 3: Thursday, April 3rd, 2025

Location: International University of Monaco

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AGENDA DAY 3

8:30 am - Welcome Coffee

9:00 am - 10:00 am Special Session – Business Case Studies: Luxury Fashion/Luxury Retail Brands & AI

- *Market Insights and Fashion Trends Forecasting – Analyzing Visual and Artistic Components through AI*
- *Adjusting Offer and Demand in Various Retail Markets*
- *Case Studies in Fashion and Retail*

By Jonathan Siboni, CEO, LUXURYNSIGHTS & Tony Pinville, Founder, HEURITEC

10:15 am - 11:45 am Academic Sessions @ IUM

Session 12: Luxury, craftsmanship & creativity (Room 206)

1. *7 degrees of separation or less? Inspiring the next generation of Italian luxury craftspeople: An experimental study in Italian fashion districts - **Annalisa Tarquini-Poli, Ignacio Duran***
2. *How artification may elevate luxury brands: Crossed perspectives from industry experts and consumers on the required conditions to be fulfilled by artification strategies - **Sandra Krim and Jean-Marc Lehu***
3. *Collaborate to Innovate: Partnerships between Perfume Brands and Creators from from the Applied Arts - **Nathalie Colin-Vapaille***
4. *Craft ethics to imagine the meaning of work in luxury organizations otherwise - **Elodie de Boissieu, Vincent Meyer***

Session 13: Sustainable Luxury (Room 207)

1. *It's a Journey: An Exploration of Luxury Brands' Approaches towards Embedding Sustainability - **Bettina Herz, Christof Backhaus, Hannes Gurzki***
2. *Sustainable paradox: Navigating beliefs about the effects of global warming and intrinsic luxury values in pursuit of new desires - **Nabanita Talukdar***

3. *Sustainable Luxury: Sustainable Actions, Self-Congruity and Willingness to Pay* - **Karolina Ivanauskaite, Anastasia Stathopoulou, Pierre Valette-Florence**
4. *From the red carpet to Instagram: The impact of traditional celebrity vs. influencer on perceived charisma of sustainable luxury brands* - **Oxana Lahbib, Aurélie Kessous**

Session 14: New perspectives on Luxury consumption and Trends (Room 208)

1. *Luxury Consumption in the Artificial Intelligence Era: The Inevitable Evolution* - **Natalia Shumeiko**
2. *What makes people like and comment on starred chef Instagram posts?* - **Jean-Louis Chandon, Mariem El Euch Maalej, Karine Raïes, Marielle Salvador**
3. *“Made in China” Luxury: Why Chinese Generations Matter* - **Andre Hou, Béatrice Parguel, Julia Pueschel**

Session 15: Novel approaches in luxury research (Room 215)

1. *Beyond Green: Examining Luxury Corporate Discourse on Social Responsibility* - **Esterina Nervino**
2. *Luxurious Fit - CEO and their organizations* - **Giuliana Francesca Manganaro, Jan-Philipp Ahrens, Florian Kraus**
3. *Sensory Sculpting: The Role of Biophilic Design in Shaping Consumer Experience in Luxury Branding* - **Lucius Czerlau**
4. *Bridging Brand Value Perspectives: A Novel Approach to Measuring Luxury Brand Intangible Value Through Unsolicited Consumer Data* - **Michalis Michael, Paul Hounnakang, Antonina Santalova, Nicos Rossides, Jelena Krsman.)**

10:30-11:45 am - IUM Alumni in luxury fields meet IUM students – Msc in luxury management and MBAs; An open discussion / Q&A session on different luxury sectors

12:00 pm - Closing Keynote Speech: "The Gen Z: Pillar of Hypergrowth or Achilles Heel of Luxury?"
By **Eric Briones, CEO, JOURNAL DU LUXE**

12:45 pm - Lunch Restaurant

2:15 pm - 6:00 pm Doctoral Colloquium

6pm - End of the Day

This program is subject to change, and the final version will be uploaded prior to the event.