



MONACO SYMPOSIUM ON LUXURY 2025

Day 1: Tuesday, April 1st, 2025

Location: Le Meridien Hotel Beach Plaza

*This provisional program will be updated to its final version prior to the conference.
All presenters are expected to be available on both days.*

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 Mariateresa Torchia*, Head of Research and Faculty Development 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 Adstoria, 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 (IUM)

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 @IUM

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**

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)

Experiential Tourism and Experiential Yachting – Designing Unique Strategies in Luxury Destination Management

Yachting has traditionally been viewed as a luxury activity within the broader naval industry, primarily focused on transportation, leisure, and entertainment at sea. However, as the tourism sector evolves, yachting can be more meaningfully integrated into maritime tourism by leveraging principles from Destination Management and Experiential Tourism. This approach transforms yachting from merely a vessel-centric activity into a rich, immersive experience that engages yacht users, owners, and crew members at multiple levels, both on and off the water.

- **Keynote speech** by *Luca Dini*, Architect and Designer, designing new destinations, new resorts (Sindalah Island – Neom - Saudi Arabia) and superyachts
- **Latest Academic Research** on UHNWI Consumption and Client Management Approaches by *Dr. Annalisa Tarquini, Dr. Phil Klaus*, International University of Monaco
- **Case study:** Bulgari Marina by *Meritxell Gonzalez* - Director of Marina & Retail, BULGARI RESORTS AND RESIDENCES DUBAI
- **Case study:** Marina Port Vell by *Marta Tuñi*, Marketing & Communications Director, MARINA PORT VELL BARCELONA
Marina as a yachting destination, Concept of “home port” and Superyacht Marina during the America’s Cup.
- Technology and AI enriching services to UHNWI - **Interview with:** *Stefano Tositti*, CEO, ACQUERA

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

7:30 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

AGENDA Day 3 - Thursday, April 3rd, 2025 @ IUM

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?"

In six years, Gen Z spending on luxury goods has increased six-fold and now accounts for more than 20% of the market, becoming the industry's main growth driver. Eric Briones presents his new book, the result of contributions from major players in the luxury industry, polling institutes and social networks, a dive into the heart of this increasingly important target for luxury and which breaks the codes.

By Eric Briones, CEO, JOURNAL DU LUXE

12:45 pm - Lunch Restaurant

Eat and Learn” with executives and HR Managers

“Upskilling Competencies in Luxury brands”

by IUM Executive Education and IFG Luxury Attitude

2:15 pm - 6:00 pm Doctoral Colloquium

6pm - End of the Day

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