Beat: Lifestyle

SUMMIT OF LUXURY AND CREATION - 20th Edition

THE SOUL OF LUXURY

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USPA NEWS - For this 20th Edition of "Summit of Luxury & Creation" (Sommet Du Luxe et de la Création), the Theme was "What are the benchmarks and values that shape the Soul of Luxury today?"...While Analysts agree on the Growth Prospects of the Luxury Economy, the 20th Luxury and Creation Summit was questioning on June 15 the Benchmarks and Values that shape the Soul of Luxury today...

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If the Relationship to Luxury evolves, the Attachment to the Object, in a Society in Search of Meaning and Ethics, in the Years to come be even more Closely Linked to the Extra soul that emerges from it?

Let us remember that the Soul which can have a Different Meaning depending on the Culture or the Territory, is the Vital and Spiritual Principle of a Transcendental Nature which animates the Body of a Living Being and by Extension, All Creation.

Under what Conditions, then, will the Luxury that is embodied in Cult Objects, Immemorial Know-How, Excellence and Beauty, succeed in Perpetuating the Soul that has been animating for Centuries?

Doesn't Luxury in its Diversity risk becoming a Succession of Ephemeral Emotions and Gugitive Experiences which attenuate its Force of Attraction... or does it possess a Dynamic, a Breath which gives it the Strength to transmit and innovate?

In a Word, what is happening to the Soul of Luxury today? And of its Vital Principles?

Finally, this Subject which was suggested by Several Creators, help to address Very Concrete Subjects which impact the Development and Communication Strategy of the Workshops as well as the Luxury Companies, even the Start-Ups which are at the Heart of the Innovations of the Luxury Made in France...

The Reflection and Exchanges took place through the Following Three Round Tables:

- What are Benchmarks in the Face of Geopolitical and Sociological Upheavals?
- Which Values to express the Quintessence of Luxury?
- What Soul transcend the Luxury Planet of Tomorrow?

- Opening
* Jacques Carles (President of Centre Du Luxe et De La Creation)
* Gilles Lipovetsky (Philosopher)

- First Round Table
* Marc Abélès (Anthropologist, Director of Studies - EHESS)
* Riadh Bouaziz (President-Founder - RKF Luxury Linen)
* Geoffroy Bunetel (Chairman of the Cabinet Chalhoub Group & President Chamber of Commerce UAE)
* Alain Moatti (Architect, Co-Founder Alain Moatti-Rivière Agency)
* Jonathan Siboni (CEO Luxurynsight)

- Keynote
* Jean-Gabriel Ganascia (Lecturer @ Sorbonnne Université & Honorary Member @ Institut Universitaire de France)

- Round Table 2
* Nathalie Bader-Messian (Brand Advisor)
* Edouard Dumas (President of Dumas Company & President of Regional Association of EPV of Bourgogne-Franche-Comté)
* Mercedes Erra (Fondatrice & President of BETC Group)
* Gaspard De Moustier (Co-Founder Coucoo & Eltipure)
* Armen Petrossian (President of Honor Petrossian Group)

- Keynote
* Alberto Cavalli (General Director Fondazione Colognidei Mestieri d'Arte & Executive Director Michelangelo Foundation for Creativity & Craftsmanship)

- Round Table 3
* Eric Charles-Donatien (Plumassier, Brodeur, Designer, Artistic Director MadStudio)
* Raphaëlle Le Baud (President Founder Des Métiers Rares)
* Lea Maalouf (Director of Media Relations and Public Affairs Chalhoub Group)
* Christine Phung (Fashion Designer)
* Catherine Rénier (CEO Jaeger-Lecoultre)
* Nicolas Soret (VP in charge of Finance, Economic Development, Social And Solidarity Economy and Employment Bourgogne-Franche-Comté Region)

- Creative Trends - Animated by Claire Domergue Luxus+
* Hubert Barrière (Artistice Director Lesage, Maison Chanet & Corsetier)
* Damien Dodane (General Executive Director Cristel & President Ci-ristel USA)
* Vincent Grégoire (Consumer Trends & Insights Director Nelly Rodi)
* Antoinette Lemens (CEO Lemens & PArtners)
* Sébastien Vauxion (Chef Sarkana** & Executive Pastry Chef K2 Collections

Source: Summit Of Luxury & Creation - 20th Edition
Theme was "What are the benchmarks and values that shape the Soul of Luxury today?
On June 15, 2023 @ Intercontinental Paris Le Grand Hotel
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