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Luxe Corp Announces the Luxury Business Circle in Malaysia

In recognition of the core business needs of young and emerging luxury brands and the scarcity of budgetary requirements in the launch phase of luxury businesses, Luxe Corp created the Luxury Business Circle, a business package dedicated to young and emerging luxury brands.

The Luxury Business Circle is a series of full-day Business Strategy Consulting Sessions with the objective of enabling new, young and emerging luxury brands, designers and entrepreneurs to understand and apply the strategic business requirements that are essential in launching luxury brands for a strong positioning and continuous growth. The focus will be on one-to-one consulting through small groups of people per session.

The June edition of the Luxury Business Circle will take place in Kuala Lumpur, Malaysia and is meant to equip new and emerging brands with insightful business strategies, approaches and operational techniques in branding, marketing, e-Business, retailing, product management, business planning & modelling, investment sourcing, market reserach and trends forecasting. Luxury categories that are covered range from fashion to leather goods, fragrance, cosmetics, beauty care, jewellery, watches, home fashion, accessories, retail, wines & spirits , personal shopping, concierge services and others. This 2-day workshop is jointly organized by Luxe Corp and AB & Artho.

Luxe Corp currently provides services to the luxury industry through three main business divisions under the corporate trademarks Luxe E.t.c. (Strategy Consulting); Club e-Luxe (Executive Club for Luxury e-Business professionals); and Luxe-Mag.Com (Online Luxury Business Magazine) and has business representations in Paris, New York and Shanghai.



Luxe Corp, the pioneer Strategy & Management Consultancy company and business services provider to the luxury industry is pleased to announce the The Luxury Business Circle in Malaysia, a business strategy session that provides young and emerging luxury brands with the business tools required to develop luxury brands in the 21st century.

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