

Wednesday 9th January 2013

Luxe Corp hosts a Successful 2013 Club e-Luxe Breakfast Seminar

Luxe Corp, the pioneer Luxury Strategy & Management Consultancy company and business services provider to the luxury industry is pleased to announce the success of its 2013 Club e-Luxe Breakfast Seminar, held on Tuesday 8th January at the Hotel Le Bristol in Paris. The theme of the seminar was *“Using Digital Media as the Sixth Sense to connect the Online & Offline Worlds of Luxury”*; and some of the topics that were presented and analyzed include Visual Experience, Digital Sound Design, Digital Scent & Taste, Digi-Touch, Motion Design, Mobile Media, Digital Natives, Techcessories and others.

The Breakfast Seminar gathered senior executives of international luxury companies, retail executives, media professionals and technology enthusiasts to obtain insight from some of the brightest minds, innovators and visionaries of digital media, led by Luxe Corp’s team of Luxury Business Strategists & Analysts.

In an official statement, the Executive committee of *Luxe Corp*, stated: *“The 2013 Club e-Luxe Breakfast Seminar clearly confirmed that luxury has clearly reached a sensory turning point in the digital context. The innovative technologies shown at the event confirm that digital media has become the sixth human. The enthusiasm of the luxury brands present at the event indicate that this much overlooked area is here to stay.”*

Club e-Luxe is an executive club created by Luxe Corp for digital luxury professionals in response to the urgent need to address the business challenges that luxury companies are facing in the context of the internet, digital media, new technologies and innovation. Since its creation in 2006, Club e-Luxe’s main objective has remained to provide luxury companies with access to the most advanced strategies, knowledge, applications, systems and tools required for luxury to thrive online and offline in the context of technology and innovation.

Based on access through the two annual events, or an annual membership subscription, the benefits of Club e-Luxe include among others, access to the International Summit held every June and the Breakfast Seminar held every January in Paris, where digital luxury executives converge in an exclusive and intimate location to obtain value and enhance business relations.

Luxe Corp provides business 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 Digital Luxury professionals); and Luxe-Mag.Com (Online Luxury Business Magazine) and has business representations in Paris, New York and Beijing.



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For press information, contact business@luxe-etc.com

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