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The leading conference
for luxury business

HOT LUXURY
International Herald Tribune
SÃO PAULO 2011

November 10-11, 2011
Hotel Unique

“**Brazil**, with its steaming economy and
upulent upper class, creates an
enthusiasm for luxury goods
rarely seen in the western world”

Suzy Menkes



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About the conference

Now in its 11th year, the International Herald Tribune Luxury Conference is the essential meeting point for business and creative leaders, providing unparalleled networking and learning opportunities.

Hosted by Suzy Menkes, this year's event will provide an essential global perspective on one of the world's most exciting, vibrant and business-critical

regions. Powered by an increasingly affluent and aspirational middle class, a booming economy and world-renowned creative ability, Brazil and the wider

Latin American region is now a key market for the luxury industry.

At Hot Luxury, international business speakers from the highest echelons of the luxury industry will give an honest and in-depth analysis of the Latin American luxury market in a global context, and debate how to maximize growth

opportunities and engage with new consumers. Creative leaders from both Latin American and international design houses will discuss how Brazil's economic rise is inspiring their work and designs, and share how they're interpreting the region's famed color, sensuality and vibrancy for the global market.



**“Congratulations,
amazing execution”**

**“The conference far
exceeded my expectations”**

**“It was absolutely superb!
Loved it. Thank you”**

“Great info. The speakers were all top notch”

“An excellent experience”

Organizations already attending Hot Luxury include:

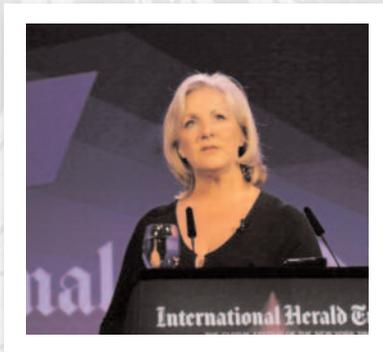
ABEST
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Al Tayer Group
Alexander McQueen
Alexandre Herchcovitch
Almax
ApexBrasil
Arnoldo Mondadori Editore

Lifestyle
ESSEC Business School
Frey Wille
Fung Capital
Genesis Luxury Fashions
Gerzon
Gilan
Grupo ABC de Comunicação
Gucci Group
H. Stern
Harrods
Havaianas
Havas
Hearst Magazines International
Heidrick & Struggles
Highland Distillers
Hub Servicos de Promocoes Criacao Publicitaria e Design
Iguatemi
Imagine Fashion
In+Addition
James Lima
Judith Orlishausen

Mario Testino
Martens & Heads
MasterCard Black
McArthurGlen UK Ltd
Mercedes-Benz
Mr Porter
Opium
Osklen
Oxford Analytica
Pashion
Pedro Lourenço
Pernod-Ricard
Phillips-Van Heusen
PITTI
PPR
Prudential Douglas Elliman
Puig



Aesop
Bally
Beymen
Brigite Moda Praia
Browns
Calvin Klein
Carla Amorim
Carlos Miele
Carolina Herrera
Chapman Freeborn Airchartering
Charlotte Olympia
Chloé International
Christian Louboutin
Coach Inc.
CoutureLab
CPP-Luxury.com
D. Swarovski
Daley Consulting Company
Departmentstore Quartier 206
Derek Lam International LLC
Diane von Furstenberg
DLF Retail Developers
Egelnick and Webb
Emilio Pucci Srl



Kopenhagen Fur
L2
Lane Crawford
Lapo Elkann
Lenny Niemeyer
Limited Brands
LVMH Moët Hennessy Louis Vuitton
LVclub
Loewe



Salans
Shopbop
Smedvig Capital
Storm Model Management
Talk PR
Tango Periferico
Tateossian
The Lane Crawford Joyce Group
Titina Penzini
Tory Burch
TRB International
TSG International Marketing
United Fashion Company
Work4stars
Woolmark

Agenda

Day One: Thursday, November 10

Welcome remarks

Stephen Dunbar-Johnson

Publisher, **International Herald Tribune**

Welcome to São Paulo, Brazil's luxury powerhouse

Gilberto Kassab

Mayor of São Paulo



Opening

Suzy Menkes

Fashion Editor,
International Herald Tribune

Mario Testino

in conversation with Suzy Menkes

Mr. Testino will reflect on his Peruvian roots, his Brazilian projects and his experiences photographing Princess Diana, the William and Kate engagement, and Gisele Bündchen and Kate Moss - and of course, his game-changing images for luxury brands.

Nizan Guanaes

Chairman, **Grupo ABC de Comunicação**

One of Brazil's leading communications and marketing experts, Mr. Guanaes will be discussing Brazil as a market force in a global context and issues surrounding luxury in emerging nations.

Francisco Costa

Women's Creative Director,
Calvin Klein Collection

in conversation with Suzy Menkes
Mr. Costa, who is of Brazilian origin, will talk about his experiences, from his mother's children's wear factory in Brazil to taking up the legacy of Calvin Klein.



Keynote: Kenneth Wyse

President, Licensing & Public Relations, **Phillips-Van Heusen Corporation**

Mr. Wyse will share his views on licensing in Latin America, based on his 20-plus years at Phillips-Van Heusen, the company behind Calvin Klein, and explore what opportunities exist for luxury brands targeting the newly affluent consumer.



Roberto Stern

President and Creative Director, **H. Stern**

Mr. Stern will discuss how the combination of

creativity, innovation and product development can revitalize a brand, and share his views on the value of collaborations with key personalities, from the architect Oscar Niemeyer to the designer Diane von Furstenberg.



Diane von Furstenberg

in conversation with Suzy Menkes

Founded on the wrap dress, the symbol of

effortless elegance and empowerment, DVF is firmly established as a global luxury lifestyle brand, with 2011 seeing the launch of a home collection and fragrance. Ms. von Furstenberg will share her thoughts on the role of women, leadership and entrepreneurialism and her plans for the future.



Keynote: Carlos Jereissati

President and CEO,
Iguatemi

Operating 13 upscale shopping centers in Brazil,

Iguatemi is one of the country's largest companies, bringing luxury brands to an increasingly important market. In this highlight session, Mr. Jereissati will provide insight into who the Brazilian consumers are, what they want and how luxury goods companies can connect with them.

Keynote: Lew Frankfort

Chairman & CEO, **Coach Inc.**

Over the past 30 years, Mr. Frankfort has transformed Coach from a cottage-industry manufacturer of leather goods into one of the United States' premier accessories brands, through broader product offerings and an increased international presence. In this keynote session, Mr. Frankfort will share some of his thoughts on how luxury brands can innovate and expand globally.



Marc Puig

Chairman & CEO, **Puig**

Mr. Puig will talk about the synergies between fashion and fragrance,

targeting a younger clientele and discuss Puig's plans for business growth, with specific reference to Latin America.



Carolina Herrera

in conversation with Suzy Menkes

Mrs. Herrera's designs and creations celebrate

worldly women who balance the challenges and excitement of family, career and a vibrant social life. The designer will discuss her Venezuelan heritage and how she has built a house that is the essence of New York.

Rony Rodrigues

Founder, **Box 1824**

In this consumer-focused session, Mr. Rodrigues, one of Latin America's leading market consultants, will share his vision of global consumerism. He will examine how the "Millennial" generation regards luxury brands and how technology is having and impact on brand communication channels for this critical demographic.

Agenda

Day One: continued



Nader Mousavizadeh
Chief Executive, **Oxford Analytica**

A former investment banker and UN advisor,

Mr. Mousavizadeh will provide a macroeconomic view of Latin America, putting into perspective the region's phenomenal growth and increasingly dominant role on the world stage, and considering what global geopolitical power shifts mean for the luxury goods industry.



Carla Schmitzberger
Director, Sandals Division, **São Paulo Alpargatas**

Ms. Schmitzberger will share insights gained from Havaianas, which has successfully transformed a commodity product into a vibrant, colorful and desirable item.



Christian Louboutin
in conversation with Suzy Menkes

The man whose lipstick-red-soled shoes rocked

the fashion world, Mr. Louboutin will discuss sensuality, seduction and the building of a global shoe empire.

Charlotte Dellal

in conversation with Suzy Menkes

Ms. Dellal, who has brought her Brazilian roots to her Charlotte Olympia shoe line, will speak about how she is growing her business, and share her view on whether men or women make the most seductive shoes.

Closing discussion:

Daniella Helayel and Camilla Al Fayed:
The designer and the chairwoman in conversation with Suzy Menkes

The Brazilian-born fashion designer of Issa London and her new backer discuss their commercial and creative plans.



Sarah Burton
Creative Director, **Alexander McQueen**,
in conversation with Suzy Menkes

Ms. Burton will discuss her feeling for beauty and passion for craftsmanship, and how she translates her vision into the language of Alexander McQueen.



Lapo Elkann
Founder and Chairman, **LA Holding, Italia Independent, Independent Ideas**

An industrialist and creative entrepreneur, Mr. Elkann coordinated the reinvention of automotive classics like the Fiat 500. He will share his views on "Customization and Tailor Made" - Car Customization: the experiences of Alfa Romeo Brera Italia Independent and the Fiat 500 by Diesel and Gucci; Brand Customization: the Italia Independent sunglasses and accessories Experience; the Ferrari Tailor Made Project.



James Lima
The concept artist for the film "Avatar," Mr. Lima will speak on how best to balance art, technology,

function and emotion in order to engage, move and delight - translating what he has learned from the film industry to commercial concepts for the luxury retail sector, like the Ermenegildo Zegna 3-D virtual store.

Luxury online – Panel discussion with:



Toby Bateman
Director of Buying, **MRPORTER.COM**



Jeremy Langmead
Editor in Chief, **MRPORTER.COM**



José Neves
Founder & CEO, **Farfetch.com**



Carlos Ferreirinha
President, **MCF Consutoria & Conhecimento**

Where is online luxury retail heading? What is the next frontier? Which markets show greatest potential for online – and how can these be tapped? In this panel discussion, some of the luxury industry's most creative and successful online retailers will share their thoughts on the evolution of the consumer experience, the impact of technological changes and the outlook for growth.

Moderator: Jessica Michault Online Style Editor, **International Herald Tribune**

Sustainability in the luxury industry – Panel discussion with:



Oskar Metsavaht
Osklen



Fernando Rodés Vilà
Vice Chairman, **Havas**;
Co-Author, **Brand Valued**
Bringing together a brand strategist and creative

luxury entrepreneurs, this session will navigate the ever-changing landscape of sustainability, and examine the new

Agenda

Day Two: continued

commercial, social and ethical drivers for the next generation of luxury retail.

Gustavo Lins Artist and Designer

Bringing together a brand strategist and creative luxury leaders, this session will navigate the ever-changing landscape of sustainability, and examine the new commercial, social and ethical drivers for the next generation of luxury retail.

Moderator: Stephen Dunbar-Johnson
Publisher, **International Herald Tribune**



Tamara Mellon
Chief Creative Officer and Co Founder, **Jimmy Choo** in conversation with Suzy Menkes.

The driving force behind the global expansion of the Jimmy Choo brand, Ms. Mellon will discuss what it is like being a woman entrepreneur, her charitable trust that addresses issues of women's empowerment and her role as trade ambassador for the British government.



Carmen Busquets
Founder, Investor and Co-Founder of **Net-a-Porter** and Founder of **CoutureLab** in conversation with Suzy Menkes and Jessica Michault

A pioneering fashion entrepreneur and investor, Ms. Busquets will discuss how her Latin American background has equipped her with the skills required to achieve commercial success. She will share her views on the union of sustainability, community and luxury.



Lenny Niemeyer
in conversation with Suzy Menkes

The Lenny swimwear brand has grown from a makeshift garage factory to a sophisticated and charming label now sold at over 300 locations. Ms. Niemeyer will discuss her sophisticated vision and the influence of nature and architecture on her designs.

Brazilian designers: Homegrown Stars – The new wave of talent panel discussion with:



(l-r) **Carlos Miele, Alexandre Herchovitch, Pedro Lourenço, Cecilia Dean**

As the eyes of the world turn towards Brazil, three of the nation's design talents and a critically-acclaimed style thinker will discuss their approaches to fashion and luxury, their creative inspirations and their plans for the future.

Moderators: Suzy Menkes
Fashion Editor, and **Jessica Michault**
Online Style Editor, **International Herald Tribune**

Sponsorship Opportunities

Hot Luxury is the premier industry event for leaders and decision makers from the world of fashion and luxury. Why not use this excellent opportunity to promote your company and your brand to an exclusive audience of c suite management and senior creative executives working within the global luxury sector? There are a wide range of sponsorship packages available – for more information please contact:

Brenda Hagerty, Sponsorship Development Manager
E bhagerty@iht.com T +44 (0)20 7061 3513

Networking Opportunities

Hot Luxury provides numerous opportunities for intimate networking at the highest levels

9 November – Welcome cocktail reception in Hotel Unique

Sponsored by



10 November – Gala party

Sponsored by



10-11 November Take advantage of the networking breaks, lunches and breakfasts over the duration of the conference

Plus – make the most of your time and arrange meetings in advance, via our eConnect online networking system and linkedin conference group.

Hotel Details

Hot Luxury will be held at
Hotel Unique

Avenida Brigadeiro Luis Antonio,
4700, Jardim Paulista, 01402-002
São Paulo

www.hotelunique.com.br



Accommodation Details

Accommodation for the Hot Luxury conference will be at the **Tivoli hotel**.

Tivoli São Paulo - Mofarrej
Alameda Santos, 1437
Cerqueira César, CEP - 01419-001
São Paulo

www.tivolihotels.com

A limited number of rooms has been reserved for the Hot Luxury conference participants at the Tivoli hotel at the preferential rates listed below. The discounted rates are for the nights of November 9-10 2011 only.

Collection Room

▪ USD 470 +5% city tax + BRL 6 room tax

Collection Plus

▪ USD 515 +5% city tax + BRL 6 room tax

Collection Suite

▪ USD 835 +5% city tax + BRL 6 room tax

These rates are inclusive of breakfast and taxes.

Transportation between the Hotel Unique and the Tivoli hotel will be provided for your convenience. The journey time is 15 minutes.

Media Partners

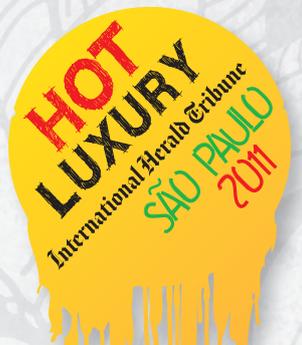
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Booking Form

How to register

Visit ihtluxury.com

Call +44 (0)20 7061 3514

Email spaul@iht.com

Fax +44 (0)20 7061 3517

Mail Hot Luxury Registration,
International Herald Tribune,
1 New Oxford Street,
London WC1A 1NU
UK

Registration fee:

Conference Delegate Registration **£2495**

The delegate fee includes luncheons, refreshments and conference documentation.

Group Booking Discounts Available

Please note group booking discounts are available. For more information on group bookings for 3 or more people please contact Sheryl Paul at spaul@iht.com or call +44 (0) 20 7061 3514

Substitution and Cancellation Policy

Cancellations received after October 03 are subject to the full fee and no refunds will be issued.

Kindly note, substitutions can be made at any time at no additional cost. All cancellations must be submitted in writing to etole@iht.com

Payment

Prices may be subject to change. All fees are charged in GBP (United Kingdom Pounds). Delegates can process their payment online via credit card or request an invoice to pay by bank transfer. All invoices are payable within 30 days of the registration date. Delegates must pay all bank charges. If registering 30 days or less from the event start date, full payment is due immediately. All payments must be received in advance of the event start date. When making a bank transfer, please quote the reference number listed on the invoice.

Privacy Policy

Information supplied as part of your registration is the property of the IHT (defined as the International Herald Tribune and its associated or affiliated companies). The information you supply will only be used in order to process your conference registration and to update you with relevant news and information concerning the conference. We will not contact you in any other regard, nor will we pass your details to any third parties, unless you have given us your consent to do this. Your information may be used anonymously for internal research purposes. Such information shall be only for the internal use of the IHT and shall not be shared with any other organization. Any credit card information supplied to us shall be used for the sole purpose of collecting payment for your registration, and is destroyed once your payment has been successfully collected. By submitting a registration request, you confirm your understanding and acceptance of this policy.

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To pay by invoice, please complete this form and return it to us by fax, email or post.

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The conference language is English. Would you like to have translation available in Portuguese or Spanish? (A small fee may apply) yes no.

Would you like to participate in eConnect? This will allow you to connect with other delegates who have agreed to participate yes no.

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I agree with the terms and conditions and cancellation policy

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