THE FUTURE OF LUXURY: EPICENTERS & SCALABILITY

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BEYOND BORDERS: THE NEW LENS OF LUXURY EPICENTERS
For years, luxury companies have linked markets
by geographic location to manage global
complexity. A look at the regions of luxury powerhouse
China renamed by the world's countries that share a
similar GDP shows varied wealth from the
Gulf oil states to those of the developing
world. Luxury brands will need to
distort traditional boundaries to succeed in
the future luxury marketplace.



EVOLUTION: 2025 and Beyond



of Chinese luxury consumption occurs outside of China.

TECHNOLOGY



+20%.
In 5 years this will double.

TRANSMIGRATION



600 cities 2/3 economic growth globally.

DMS: Dynamic Market Scorecard Deconstruct Traditional Boundaries

The DMS is a set of metrics that will help businesses understand cities on a deeper level in order to:

- 1. Provide a strategic framework for global patterning process
- 2. Serve as a predictive model for future Big Bet Cities

MARKET DYNAMICS

as defined by MetroLuxe Index, BCG



Local Demand: High Net Worth Individual Tourist Demand: Impact on Spend in a City Supply Side Drivers: Infrastructure and Distribution

INDIVIDUAL DYNAMICS

Mobile Connections: Level of mobile commerce optimization
Mobile & E-Commerce Spend: Average order value per e-commerce transaction



CITY DYNAMICS

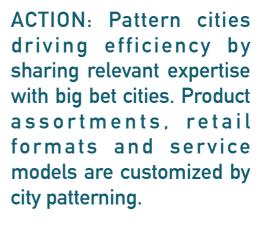


Market Maturity of Individual City:

Emerge - Takeoff - Accelerate - Thrive - Mature

REVOLUTION: The 3 R's of New Management

RESTRUCTURE





RE-LOCATE

ACTION: Reorganize talent distributing into city markets. Human capital valuation - Former Country GMs become City GMs.



RE-ALLOCATE RESOURCES

ACTION: Create City P&Ls and City Budgeting for new City Managers to leverage and optimize resources with similar Big Bet Cities.

