

Beat: Lifestyle

## 1st EDITION LUXURY FORWARD - The Day After - in PARIS

**PALAIS D IENA November 29, 2016**

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**USPA NEWS** - At the 'Economic, Social and Environmental Council in PALAIS d'IENA (PARIS), was held on November 29, 2016, the First Luxury Forward - The Day After (LXR/FRWRD), organized by Fred & Farid and Céline LIPPI (Fashion Capital Partners)...

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In a fragmented ecosystem, the leading players will require to ultimately adjust their vision, their operating model and culture in order to maintain their position and shift completely their approach to engaging with consumers and delivering the promise for the most immersive, personalized, relevant and seamless omni-channel experiences.

- The Luxury Forward DAY is about :

\* Getting a glimpse of the next big thing through the eyes of the innovators, creative technologists and trend spotters. Inspirational speeches for quick 'tech-off' and fast anticipation on what is already shaping the industry of luxury.

\* How to stay at the avant-garde while living through an accelerated pace of change. Crossing points of views on the near future of digitalized, robotic, technologically driven luxury industry.

\* As the pace of change intensifies and expands, it compels new daring ideas, visionary thinking and even science-fiction scenarios to see the future before others. Pioneers of 'the day after tomorrow' will invite you on a journey of progress to create and invent your key advantages.

- Innovation & Awards :

4 categories to reward the most innovative luxury-technology solution, that could be linked to high end fashion retail or beauty. The top start-ups are selected by the Luxury Forward Team and then judged by judges from the industry. Finalists pitch during the conference and have 5 minutes to present their projects.

\* FRWRDTECH - Tech Killer

Technology involved at all levels of the value chain (3D, AI, Robots, IoT)

\* FRWRDBIZ - Business Model

Incremental/disruptive innovations improving the way services and products are commercialized (mobile, marketplace, ecommerce, social) to become the next game changer.

\* FRWRDUX - User Exp

Improving the experience online and of offline with the most innovative and engaging initiatives.

\* FRWRDDATA - Enhance Data

Best use of data and analytics to gather insights, let trends emerge and measure performance, including online data visualization/Infographics and data-focussed design, from FRWRDDUX

Luxury Forward was Under the Patronage of the Ministry of Economy, Industry and Digital and the Patronage of Mrs. Axelle Lemaire, Secretary of State for Digital. She made an Introduction.

- The Major Themes were :

- \* Handmade meets technology, where does the true value lie ?
- \* Bots : what a dehumanized luxury experience looks like ?
- \* Focus on CHINA
- \* Connected products : shall service be the ultimate luxury promise?
- \* Story-telling: Data based dreams
- \* The New Consumers
- \* Naked luxury is the future of luxury
- \* Thinking programmatic : where does the creative vision go ?
- \* Responsive luxury : the era of bottom-up luxury ?
- \* Cultural transformation and the future of retail

- The Location was well chosen : Economic, Social and Environmental Council

The Third Constitutional Assembly of the French Republic after the National Assembly and the Senate, the French Economic, Social and Environmental Council (ESEC) represents key economic, social and environmental fields, promoting cooperation between different socio-professional interest groups and ensuring they are part of the process of shaping and reviewing public policy. It advises the government and Parliament, and participates in the development of economic, social and environmental policies.

Source : LUXURY FORWARD - ESEC - On November 29, 2016.

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