

Beat: Lifestyle

## PARIS LUXURY SUMMIT 2016

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**USPA NEWS** - In December 2014, was organized the 'Paris Luxury Summit', the first French Conference dedicated to the challenges of communication and evolution faced by big companies. It was organized by CB News and ZenithOptimedia agency. The theme was centered around Luxury, Art and Digital...

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The second edition was held in February 9, 2016 in Hôtel Potocki under the theme of 'Live Luxury'. The aim is to highlight the living and moving side of an industry evolving very quickly whenever regarding the new technologies or the product itself.

At a time when the experience overcomes the simple fact of possession, the biggest luxury companies tend to affirm their leadership as pioneer. Three main issues were studied : Social Media, Experiential, Commerce. It was under the patronage of the Ministry of Culture and Communication (Ministère de la Culture et de la Communication).

It was divided under the following themes :

- Alive Luxury
- Social Luxury
- Elevator Pitches
- Metamorphoses of Luxury Commerce
- Luxury and Experience

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