LP1 OPENING KEYNOTE
ADDRESS
Seven steps to luxury packaging
In this session hear how Johnnie Walker Blue Label was given a brand refresh to create renewed impact for a broad audience. How does the new packaging radiate quality while retaining the brand’s core DNA?
- Key drivers for embarking on a brand refresh
- Retaining and enhancing your brand’s DNA
- Lessons to learn
Kerrin Lumsden, Design Leader - Global Brands, Diageo

LP2 Insights into the mind of affluent consumers
10 questions you have always wanted to ask the e-consumer
Delve inside the minds of affluent and HNWIs; based on in-depth research with 1,000 HNWIs in the UK, gain first-hand insight into real preferences and attitudes about luxury packaging from people who are actually influenced by and purchasing your products!
- Identifying and defining high net worth individuals
- Live insight – what drives purchasing decisions of HNWIs?
- Product or packaging – linking purchasing preferences to marketing and packaging strategies
Lars Long, CEO, Red Carpet Research

LP3 Packaging prestige – it’s getting personal!
New advances in digital printing and design are enabling brands to use packaging to engage consumers as individuals – and customers are demanding this! Hear how a leading brand is embracing the latest strategies to increase customisation to drive personalisation and profits.
Simon Miles, Director of Digital, Coca-Cola

LP4 RAPID-FIRE CASE STUDY SESSIONS
No PowerPoint, bring your pens, paper and thinking caps!
Packaging luxury – in the air, online and in-store!
Gain insight into how leading luxury brands are generating in different retail spaces; then take advantage of the opportunity to explore your own day-to-day challenges and potential solutions.
- In the air: Consumers are spending more money in airports than ever before, transforming terminals into key retail hotspots. What formats, services and digital tools are most effective at capturing passengers on the move?
  - Lessons to learn
David Spencer, International Marketing Director, Twinings
- Online: As customers demonstrate an increasing trend to purchase online, how are leading luxury brands winning, converting and generating more loyal premium purchasers?
  - Lessons to learn
Diana Verde Nieto, Founder, Positive Luxury
- In-store: In a crowded market, how are premium brands standing out on the shelves? How are out-of-store, digital technologies being used to bridge the gap between in-store and online?
  - Lessons to learn
Stefan Casey, Business Innovation Manager for Retail, Food & Drink, The Retail Institute

LP5 Packaging design and innovation today and tomorrow - trends, drivers and why creativity and the customer is more important than ever
The luxury packaging market continues to grow, driven by cutting-edge trends like online and personalisation and – at the same time – restricted by new demands for sustainable development and responsible sourcing. Gain insight into how the most savvy luxury brands are embracing the latest innovations in packaging and design to maximise impact and appeal!
- Key growth drivers – demographic and economic trends in 2015 and beyond
- Technology and the latest innovations in design and packaging
- New horizons – assessing the next biggest growth areas and opportunities
Dr. Benjamin Punchard, Global Packaging Director, Mintel

LP6 Packaging for successful new product launches
- Demographic drivers for new product launches
- Appealing to local and global audiences
Charlotte Nash, Founder, Precious Pets

LP7 Beyond the shelf - linking packaging with social media & marketing
Innovation and persuasion is becoming contingent on a brand’s ability to engage in direct dialogue through social media. How are you using online to delight your customer and what are you doing to make sure they are ‘sharing’ their sensory experiences with their social networks?
- How does luxury branding and packaging translate in the online environment?
- Creating online sensory experiences that prompt your target audience to ‘share’
- Case study examples
Giles Calver, Planning Director, Sedley Place

LP8 PANEL DISCUSSION
In-transit stores and luxury gifts
With consumers increasingly in transit, store formats that speak to an on-the-go commuter lifestyle are booming in value. From underground stores and en-route concept shops to the burgeoning trend for micro in-store work hubs, how can you infiltrate luxury retail’s new high-traffic hotspots?
- Evaluating the range of in-transit hot spots that are most conducive to luxury formats and packaging
- How are different retail environments responding to luxury consumer demands?
- Assessing the next wave of high traffic luxury retail hotspots and how luxury retailers are standing out from the crowds in a fast paced environment
Katie Raath, Global Creative Director, Bacardi
Anne Valentin, Managing Director Travel Retail Europe-Middle East, L’Oréal
Chair: Ben Perkins, Head of Consumer Business Research, Deloitte
10:15 - 10:45
LP9 OPENING KEYNOTE
ADDRESS
Packaging for a new era of tech-immersed, brand-savy, global consumer
Explore how technology will impact the future of luxury design and marketing. How are the latest technologies propelling some luxury brands into leadership positions and how are marketing agendas being redefined to exploit the latest customer mindsets and the technologies that underpin them?
• The relationship between paper and technology – art meets science!
• How can the latest scientific advances in cardboard be used to increase the power of branding and engagement through personalisation?
• Technology and luxury – uneasy bedfellows or BFFs?
Kate Stone, Managing Director, Novalia

10:45 - 11:15
LP10 Packaging your brand story
How can brand communication emanate from package and design? How can a brand permeate beyond the package and into web development, social media and experience design?
• What is the connection between deeper brand engagement and ROI?
• Linking packaging to a brand story, values and heritage
• Using packaging to trigger an emotional response to your brand
Ann Dunne, Head of Product Development & Quality, Harrods

11:30 - 12:00
LP11 Leveraging brand heritage and craft
Luxury is evolving, but certain codes and attitudes remain the same. In the global marketplace, heritage is now vital to establishing a sense of history, but is also proving to be an effective springboard for innovation – an opportunity to reinvent identity and to allow customers to glimpse another exciting dimension of your rich, historical past.
• Linking a heritage brand to packaging – innovation, creativity and standing out from the crowd!
• How are heritage brands responding to shifting consumer demands while remaining true to their historic past?
• How can packaging be used as a medium to continuously echo and reinforce brand promises?
Kate Shaw, Global Creative Director, Crabtree & Evelyn

12:00 - 13:20
LP12 RAPID-FIRE CASE STUDY SESSIONS
No PowerPoint, bring your pens, paper and thinking caps!
Capturing luxury imaginations and pocket books in cosmetics, wines & spirits and confectionery
• Wines & spirits: What is fueling the evolution of luxury wine and spirits packaging, throughout the value chain, from producer to supplier to today’s consumer? What are we likely to see in the near future?
  Iain Weir, Marketing Director, Ian MacLeod Distillers
  • Confectionery: How is luxury being boxed to appeal to the hearts and minds of the growing number of confectionery consumers? How is a leading brand achieving stand out from overcrowded shelves?
  Senior representative, Hotel Chocolat

12:40 - 13:00 Brainstorming

13:00 - 13:20 The findings revealed

14:00 - 14:30
LP13 Responsible sourcing and packaging – never the twain shall meet?
There is growing consumer pressure on luxury goods providers to reduce the environmental impact of their packaging and offer more clarity around where materials are sourced. What are luxury brands doing in response to these new checks and balances, and what is the relationship between luxury, packaging and sustainability? Can sustainable be luxurious?
• Understanding key drivers for responsible packaging and the consumer expectations for the luxury sector
• Responding to consumer demands for greater clarity regarding sourcing and packaging
• Are luxury and environmentally friendly compatible – best practice examples
  Gabbi Loedolls, Creative Buyer, LUSH