LIMITED AVAILABILITY - ONLY 60 PLACES!
Visit www.Easyfairs.com/LuxuryConference to register your place
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
• Cosmetics & fragrances: Hear how a leading brand is taking luxury to new levels by combining diverse aesthetic effects with function and durability, from packaging to product.
Senior representative, feelunique.com
• 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
CREATIVITY, RESPONSIBILITY AND STANDING OUT FROM THE CROWD
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
15:00 - 15:45
LP14 COLLABORATION ROUND TABLE
From blueprint to product – collaborating to conjure up a holistic luxury experience
In this case study hear how a brand, agency and fulfillment partner worked together to create a new luxury product line. Where does creative, packaging and brand fit in this process and how can an end-to-end strategy be implemented to ensure success?
Harriet Rhy Williams, Marketing Director, Willie’s Cacao
Avril Tooley, Client Services Director & Partner, BrandOpus