

SUMMARY OF RESEARCH CONDUCTED

In the summer of 2016, I conducted research in London and Paris to support my upcoming manuscript “The Business of Luxury.” The book will explore key luxury management challenges, including luxury and the technological environment, understanding tomorrow’s borderless consumers and creating sustainable value. As part of the research, I conducted a survey of luxury retail environments with a special focus on technology-driven, experiential elements and Omnichannel strategies. Locations included, in Paris, The Printemps, Galleries Lafayette, Le Bon Marche and flagship boutiques on Avenue Montaigne and the Champs-Élysées. In London, store visits included Harrods, Browns, Selfridges, Harvey Nichols, Liberty London, John Lewis, House of Fraser, Westfield and flagship boutiques on New Bond Street and surrounding areas.

I also conducted interviews, including in Paris, Laure Desjeux-Dubois, Global IT Programs Officer, Chanel, Floriane de Saint Pierre of Floriane de Saint Pierre & Associates, Federico Barbieri ex SVP Digital & E-Commerce, Kering, and Thierry Nataf, The Luxury Consulting Company. In London, I spoke with Jacqueline Crocker, Digital Director, DeBeers, Imran Amed, Editor and Chief, Business of Fashion and Matthew Drinkwater, Head of Fashion Innovation Agency, London College of Fashion, Matthew Dixon of Hudson Walker International and Theresa Austin of Austin Westberg Consulting. In New York, I have interviewed Mary Chiam, SVP Merchandising & Planning at Moda Operandi and Christine Barton, Senior Partner and Managing Director at Boston Consulting Group.

I thank the committee for their support and look forward to sharing the results of my work.