



**Istituto Confucio
di Pisa**



Luxury and China: a work in progress

International Workshop

In the current Chinese socio-cultural reengineering, luxury development represents a provocative challenge. Luxury in China reminds us the historical development of luxury in China as well as China as a civilization of luxury. China as a country which created luxury, rejected luxury and at present is supposed to become the first market for luxury products.

Eastern culture, western luxury products fascination, a new "experiential luxury" approach as well as a totally new client - with a growing purchasing power and with a unique purchasing attitude - creates a stimulating complex content to analyze and to deal with.

Florence, March 13, 2013
Sala Assemblee di Confindustria Firenze
Via Valfonda 9, Florence

09.30 Registration of the participants

10.00 Welcome speeches

10.15 INTRODUCTORY SESSION
LUXURY IN CHINA OR A CHINA LUXURY?

Nicola Bellini, Istituto Confucio di Pisa

Serena Rovai, Grenoble Ecole de Management

11.00 SESSION 1

LUXURY IN CHINA: MARKET TRENDS

Qiu Zeqi, Chongqing University

Liao Chenglin, Chongqing University

Simone Guercini, Università degli Studi di Firenze

Zhang Mengxia, Capital University of Economics & Business, Beijing

13.00 Lunch break

14.00 SESSION 2

LUXURY DEVELOPMENT IN FAST-GROWING ECONOMIES-A COMPARATIVE PERSPECTIVE

Alexia Dubourg, luxury marketing expert

Renato Mosca, Luxury Training

Claire Ritchie, Grenoble Ecole de Management

Giulio Lamanda, A.A.M. Architettura Arte Moderna

16.00 Coffee break

16.30 SESSION 3

THE 2020 CHINESE LUXURY CLIENT: A NEW MODEL

Dennis Valle, *Dolce&Gabbana*

Giovanni Santi, *Beste SPA*

Piero Jacomoni, *Monnalisa*

Sandra Boberg, *Vittrum Company*

18.15 Conclusions

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