



PORTO LUXURY BRANDS SUMMIT

ORGANISATION



Oporto
Casa do Infante
8th of May 2015

The power of amazement leads to wisdom according to the Greek philosopher and scientist Aristotle. And this is a power that the luxury world certainly has had for many centuries now and seems to be the reason why, year after year, we continue to witness growth in the luxury market.

In the first edition of **PORTO LUXURY BRANDS SUMMIT** we would like to propose a reflection upon the roots of luxury and the trends that will lead growth in the near future. By cultivating the characteristics of genuine luxury beyond simply fulfilling its role in the market, luxury companies can also offer inspiration to a myriad of other companies in different sectors.

LOCATION MAP



COMMITTEE OF HONOUR

PROGRAMME

PORTO LUXURY BRANDS SUMMIT

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With the support of



8:30 Reception and Welcome Coffee

9:00 **Opening**
Porto City Hall

9:15 **Facts & Trends in the Luxury World**

Dominique Jacomet / President IFM - Institut Français de la Mode
Armando Branchini / General Secretary Altagamma and President of ECCIA – European Cultural and Creative Industries Alliance

10:45 Coffee Break

11:00 **Companies' Panel - True Luxury Part I**

Chair: **António Paraíso** / Luxury Marketing and Management Consultant
José Sendim Cunhal / Founder and CEO of L'AND Resorts
Butch Dalrymple-Smith / Partner of Butch Design and Technical Director of Classic Works
Nuno de Sá / Marketing Manager at Urbanmint Design – MUNNA and Ginger & Jagger

12:45 Lunch

14:15 **The Experience of True Luxury**

Chair: **Cristina Azevedo Rosa** / Economist and Author of the book on luxury brands "Império do Luxo"
Silvia Ortega Alcorta / Professor of Luxury Brands & Premium Lifestyle at ISEM – Fashion Business School

15:00 **Companies' Panel - True Luxury Part II**

Chair: **Patrícia Romeiro** / CEGOT – University of Porto
Tiago Castro / Business Manager at Farfetch
Peter Irvine / Sales Director – Charbonnel et Walker
José Álvares Ribeiro / Director at the Board of Symington Family Estates – Graham's Port Wine

16:30 **Concluding Remarks**

Isabel Cantista / Founder and CEO FFI – Fast Forward Innovation, Ltd / University. Lusíada - Porto

17:00 **Closing**

Mónica Moreira / International Department Director AEP – Portuguese Entrepreneurial Association

* This Programme may be subject to change due to unexpected circumstances