Beat: Lifestyle

A CALL FOR THE RE-ENCHANTMENT AND REINVENTION OF BRAND NARRATIVES

IT'S "TIME TO RELOAD"!

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USPA NEWS - It's "Time to Reload"!

A Call for Creative Resilience and Strategic Boldness in the Face of the Major Transitions shaping the Sector. A Call also for the Re-Enchantment and Reinvention of Brand Narratives, to make Way for New Models and New Generations.

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For a Luxury Sector facing Challenges on All Fronts, how are Brands, Media, and Creators mobilizing to meet Them? An Immersion into the Heart of the Issues and Paths to Renewal in Today's Luxury.

- Program of "Time to Reload"!
Théâtre Marigny, Paris 8ème, December 9, 2025

* How Luxury Ccan Bounce Again
Study on The Perception of Luxury and The Expectations of Its Customers
Rémy OUDGHIRI, Managing Director of Sociovision, Ifop Group

* What Showcase, What Effectiveness:
How Canal+ Brand Solutipns is Addressing the Challenges of Luxury Brands
Fabrice MOLLIER, President, Canal+ Brand Solutions

* Francis KURKDJIAN, Perfumer Beyond Conventions
Francis Kurkdjian, Perfumer, Maison Francis Kurkdjian

* Fashion, The End of A Cycle?
Jean-Jacques PICART, Fashion Consultant

* GEN-X, A Story of Disappearance
Deborah MARINO, Deputy Managing Director In Charge of Strategy, Publicis Luxe
Olivier GUILLON, Deputy General Manager / Head of Luxury, OpinionWay

* Reconciling Environment and Desirability
Hélène VALADE, Director of Environmental Development, LVMH Group

* The New Languages of Luxury
Anne KAMINSKY, Global Client Partner Luxury, Meta

* Luxury Press and Customer Audiences: A Look at Consumption
Aurore DOMONT, President of MEDIA.figaro and President of the Audience Committee
Jean-Paul DIETSCH, Managing Director, ACPM

* Reinventing Desire: Luxury Facing AI and New Generation Codes

Kelly EMANUELLI, Head of Luxury, Pinterest
Elise YOSHIDA, Digital and Web3 Communications Director, Christian Louboutin

* Quiet GEN AI: Emptiness in the Service of Craft
Laetitia PFEIFFER, Chief AI Officer, Publicis Connected Media
Alphonse MAITREPIERRE, Artistic Director and Founder, Maitrepierre
Vincent SMADJA AKA If Only, AI Art Director & AI Creator, IfOnly AI

* The New Re-Enchanters
Aurélie PIET, Economist, Author of 2 Billion Re-enchanters: The Manifesto of Changemakers

* Vibrations of INDIA: Fashion in Dialogue with Nature, Science & Art
Sonam KHETAN, Founder and Creative Director, Sonam Khetan
Jean Sebastien STEHLI, Partner and Managing Director, Sonam Khetan

* The Sleeping Beauties
Anthony TOULEMONDE, Co-owner, Maison Violet
François GIRBAUD, Founder and owner, Marithé + François Girbaud

* KEEP THE BRAND MAGIC ALIVE
Elise Remark, Marketing Director, Audi France

* GEN Z Reload: Co-Creating the Future of Luxury
Eric BRIONES, Managing Director of Journal du Luxe and Co-founder of Paris School Luxury
Pauline LAIGNEAU, Co-founder of Gemmyo, Creator of the Pauline Laigneau Podcast

* Renewing the Charm of 140 Years of Expertise
Vanessa SITBON, Brand and Creative Director, Daum

* Elle Media Brand, A Feminine Icon
Véronique PHILIPPONAT, Director, Elle.

Source: Paris Luxury Summit #12
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