

Distributing
the culture of luxury
in the global
digital market.



8° Luxury Summit
26/27 maggio 2016 - Milano

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GLOBAL



DIGITAL



致匠心

HEART AND HANDS



If the luxury experience is the result between products, culture, and symbols, then in new markets it is not enough just to sell luxury products;



it is also fundamental to know how to build a substantial narrative through values.



A series of topics arise



CROSS CULTURAL

Sensitivity

Knowledge

Awareness

COMPANY

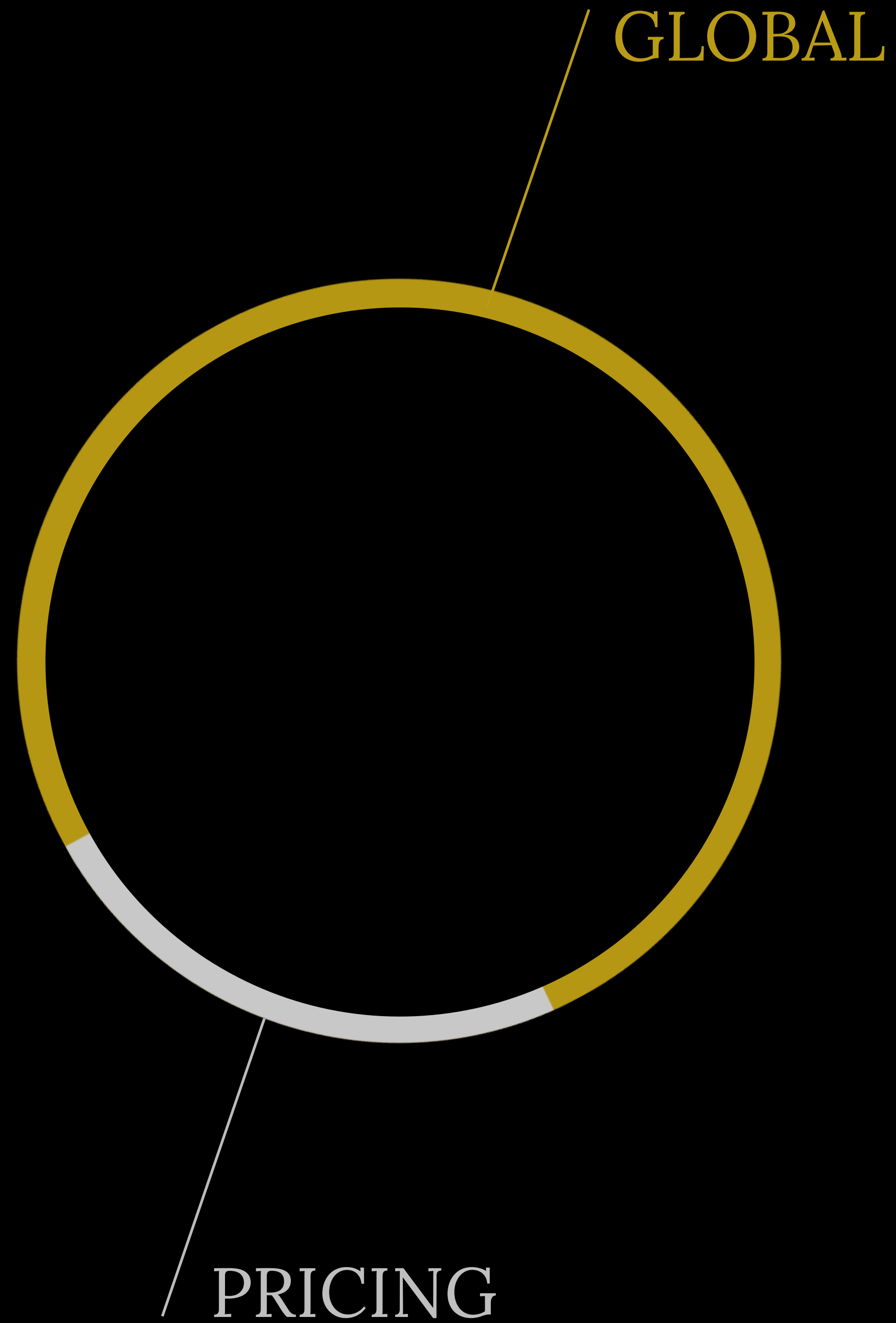
Branding

Long term
results

DISTRIBUTOR

Selling

Short term
results



THE REAL PRICE TO PAY

4

Burberry

5

Giorgio Armani

6

Ermenegildo Zegna

7

Hugo Boss

9

Chanel

10

Louis Vuitton

10

Cartier

16

Prada

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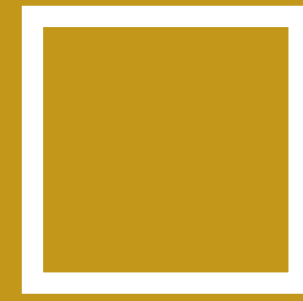
Louis Vuitton

10

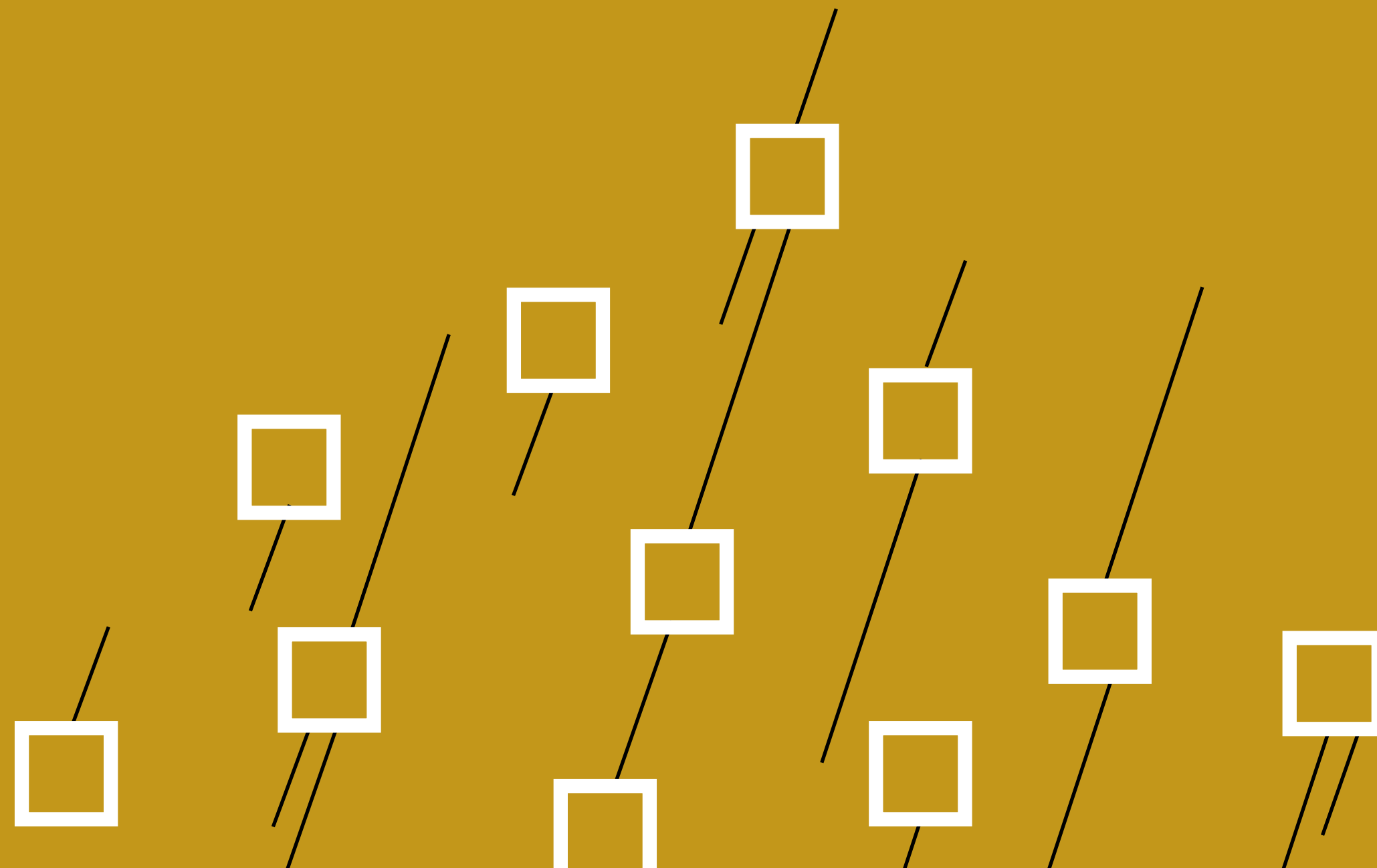
Cartier

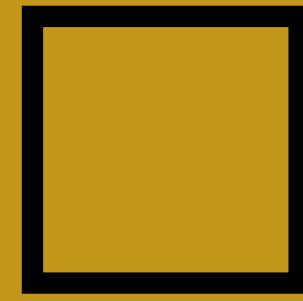
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Prada

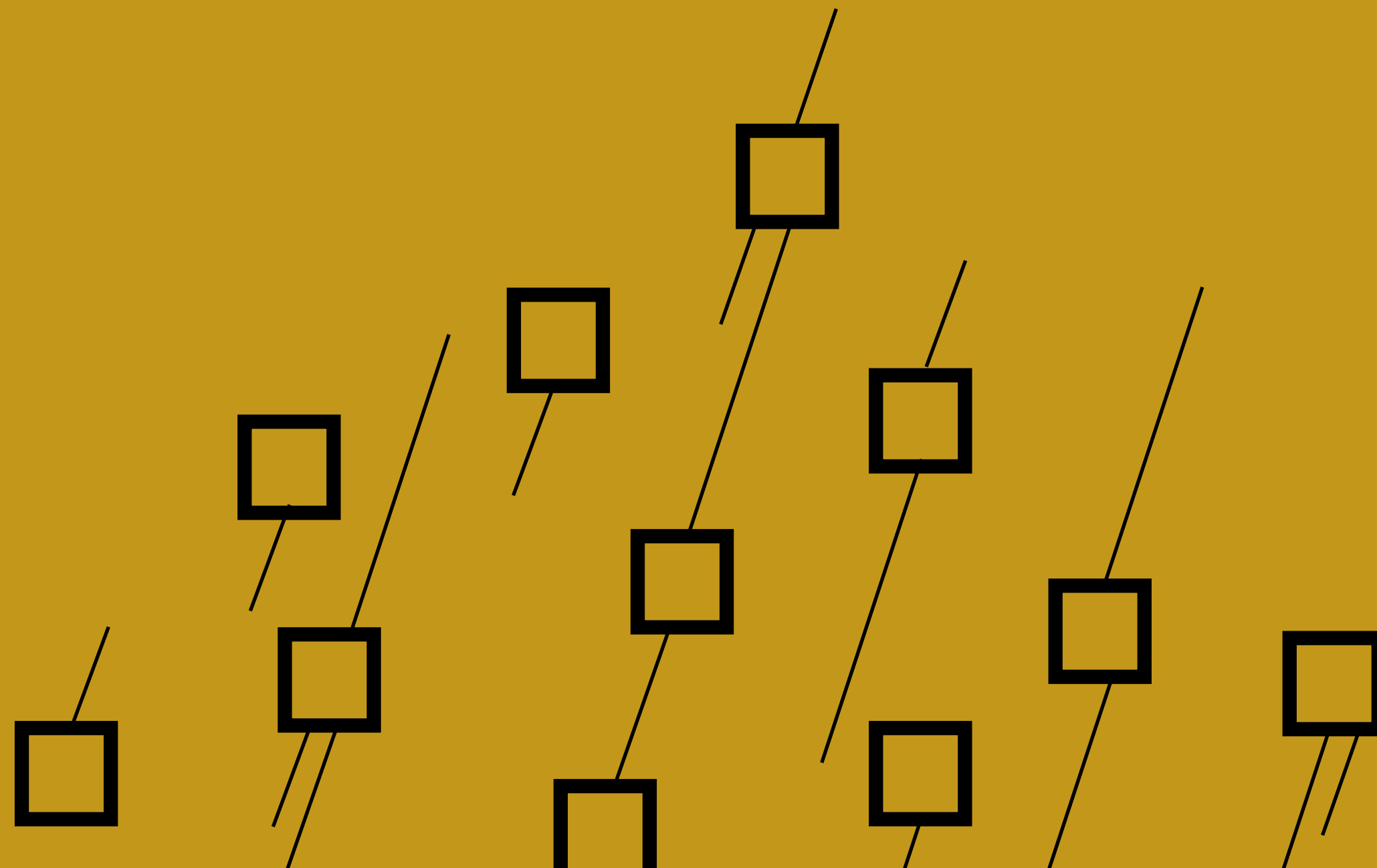


The role of the store can then expand from just product distribution to also culture distribution





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OMNICHANNEL

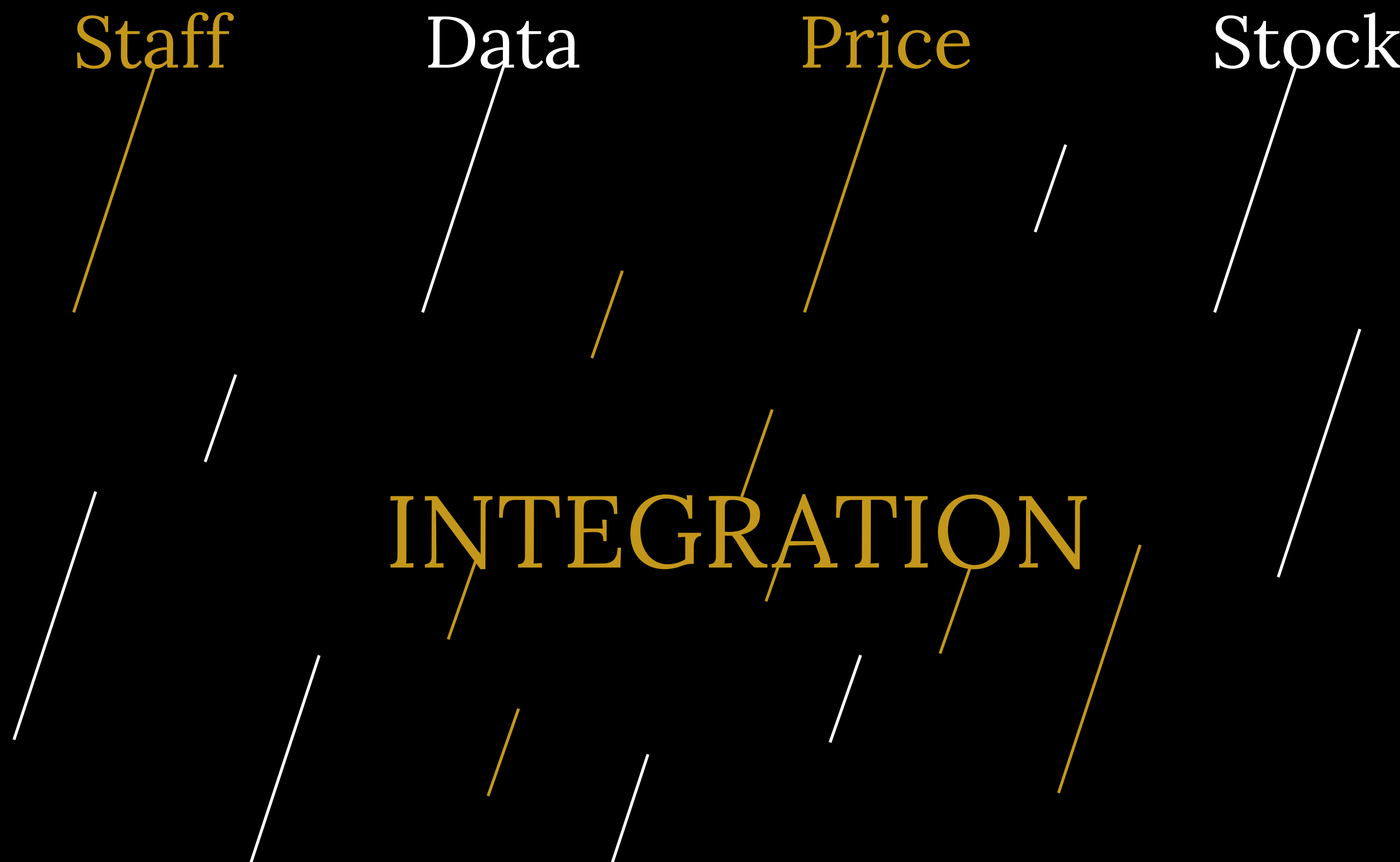
Staff

Data

Price

Stock

INTEGRATION



Integration **is the key to** Eternity



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