

Global Luxury:
Organizational change and emerging markets in the luxury industry
since the 1970s

Venue

University of Neuchâtel, 5-7 November 2014

Scientific committee

Pierre-Yves Donzé (Kyoto University)

Rika Fujioka (Kansai University, Osaka)

Laurent Tissot (University of Neuchâtel)

Program

Wednesday 5 November

19h00 Welcome dinner

Thursday 6 November

8h30-9h00 Registration, coffee

9h00-9h10 *Welcome address*, Laurent Tissot (University of Neuchâtel, Switzerland)

9h10-9h30 *Introduction*, Pierre-Yves Donzé (Kyoto University, Japan)

9h30-10h15 *Keynote speech*, Ludovic Cailluet (University of Toulouse, France)

10h15-10h30 Coffee break

- 10h30-12h00 Session 1: Organizational change
Chair: Laurent Tissot
Christian Barrère (Reims University, France), *A new supply model for luxury: the creative group based on heritages and mass-production*
Alain Debenedetti (University Paris-Est, France), Déborah Philippe (University of Lausanne, Switzerland) and David Zajtmann (Institut français de la mode, France), *Distinction and Integration: Organizational changes in the Parisian Haute Couture industry (1973-2011)*
Yves Tesson (Sorbonne University-Paris 4, France), *The new Champagne geopolitical stakes (1960-1990)*
- 12h00-13h30 Lunch
- 13h30-15h00 Session 2: Craft and Industry
Chair: Pierre-Yves Donzé
Sabine Chrétien-Ichikawa (Shanghai Normal University, China) and Anne Jourdain (University of Picardie, France), *From Craft to Luxury: A Comparative study of France, Japan and China*
Hervé Munz (University of Neuchâtel, Switzerland), *The New Faces of the Swiss Watch-Making Industry: Invention of Tradition and Revitalization of Craftsmanship (1975-2014)*
- 15h30-17h00 Visit of Bulgari Watch
- 19h00 Dinner

Friday 7 November

- 9h00-10h00 Session 3: Textile industry and fashion
Chair: Rika Fujioka
Tomoko Hashino (Kobe University, Japan), *Switch from casual clothes to formal dresses: emergence of luxury market and the survival of Japanese traditional weaving industry in the second half of 20th century*
Anne-Flore Maman Larraufie (Essec Business School, France), *Ingredient Branding as a way to Build a Luxury Cluster The Case of Dentelle de Calais® (Calais Lace)*

- 10h10-11h10 Session 4: New marketing strategies
Chair: Rika Fujioka
Karina Pronitcheva (School of the Louvre/University Paris 3, France), *Luxury brand exhibitions in public museums: a new type of co-branding*
Nadège Sougy (University of Neuchâtel, Switzerland), *Swiss Made of the World, Places of Origin and Haute Horlogerie in Global Markets in the 21st Century*
- 11h10-11h30 Coffee break
- 11h30-12h30 Session 5: Retail
Chair: Laurent Tissot
Christopher Moore (British School of Fashion, UK), *The Strategic Role and Significance of the Flagship Store in Luxury Brand Marketing*
Rika Fujioka (Kansai University, Japan), *Creating affordable products: A role of Japanese department stores as a market intermediary*
- 12h30-14h00 Lunch
- 14h00-15h30 Session 6: Markets
Chair: Pierre-Yves Donzé
Shin'ya Nagasawa (Waseda University, Japan), *The World of Luxury Brands that Japan Developed*
Nicolas Hanssens (University of Neuchâtel, Switzerland) and Tingting Mo (ESG Management School, France), *Local vs. Global Luxury Consumer Culture: A Chinese Consumer Perspective*
Anuradha Modak Debnath (Pearl Academy, India) and Mohammed Naved Khan (Aligarh Muslim University, India), *Localization of European Luxury Brands for Indian Market: A Qualitative Exploration*
- 15h30-16h00 *Conclusion*, Rika Fujioka (Kansai University, Japan) and Pierre-Yves Donzé (Kyoto University, Japan)

Access

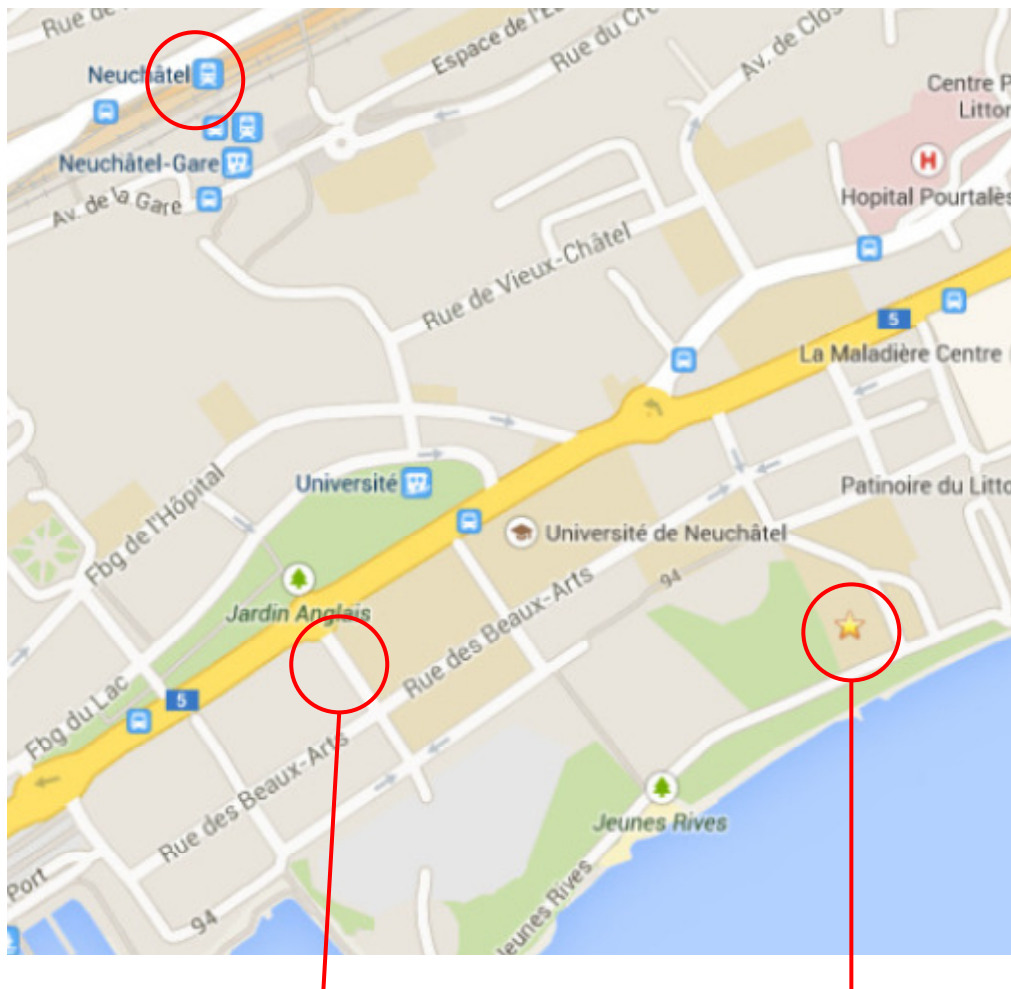
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Hôtel des Arts

Conference