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)
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