



THE FUTURE OF LUXURY - IS YOUR BUSINESS PREPARED?

inhouse company workshops

Complexity: the luxury industry's future in a complicated and rapidly changing world

Since the Lehman crisis and the pandemic, the global luxury industry is currently experiencing its next major crisis. The reasons for this are manifold, including wars, trade conflicts and changing consumer behaviour. Coping with this crisis is keeping suppliers, brands, and retailers along the value chains on tenterhooks. The top priorities are to generate sales, minimise costs and secure cash flows. This leaves little time and attention to focus on the long-term future with its opportunities and risks. What potential can be expected in the coming years and decades?

Looking ahead is just as important as dealing with the current crisis in order to benefit from future opportunities or be prepared for challenges. For this reason, The Bridge To Luxury TBTL offers compact workshops on the topic of **'THE FUTURE OF LUXURY - IS YOUR BUSINESS PREPARED?'** These take place in-house at companies and usually last one day. The goal is to provide you with concise information about future developments and raise awareness in a timely manner.

What is the workshop's content?

The workshop provides an overview of the current state of the industry and its long-term trends and topics. These include future global economic and political developments, changes in consumer behaviour, environmental, social and governance (ESG) issues, circularity, artificial intelligence, new and established markets, innovation and substitution, industry dynamics and structures, demographics, social media and much more besides. The event will present analytical tools to help your organisation identify, weigh up and follow up on future developments more effectively.

By discussing a variety of potential future scenarios, we will draw conclusions about likely and unlikely industry developments, as well as the associated opportunities and risks. The workshop will also focus on evaluating their relevance to your company and assessing potential solutions to help prepare your business for the future.

What are the workshop's seven benefits for you and your organisation?

- ✓ Getting aware of future topics that will impact the luxury industry.
- ✓ Identifying points of reference for your business evaluation and planning.
- ✓ Informing you about future developments in the luxury industry and raising awareness of the consequences.
- ✓ "Buying" time to prepare better.
- ✓ Location conveniently at your company's site.
- ✓ Compact 1-day session.
- ✓ Detailed documentation.

Want to find out more?

Contact us to find out more about the workshop about the **Future of Luxury**. We are looking forward to answering your questions. Email: fm@thebridgetoluxury.com Phone: +49 151 24055240.

About TBTL

Since its founding in 2009, The Bridge To Luxury (TBTL) has served the global high-end industry as a specialized consultancy firm. TBTL supports brands, suppliers, and wholesale on various strategic and operational levels, working with clients in Switzerland, China, Japan, France, Germany, the USA or UK. TBTL covers several fields of activity including company and market analysis, brand strategy development, marketing mix optimisation, internationalisation, profitability and funding.