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POSITIVE WEEK: FOR 21ST CENTURY LUXURY, TRUST IS PARAMOUNT

SEP 19, 2018 by CATALINA MAGEE



Did you know that, out of 2,000 people surveyed, 85% stated that the current definition of luxury doesn't reflect what it means today?



That's one of the reasons we're hosting Positive Week. Taking place from 8th-12th October 2018, our event highlights the brands that have a positive impact on people and our planet.



What's on during Positive Week?

This year's main event consists of two breakfast panels taking place on 11th October 2018 at London's Hotel Café Royal. Panels will be moderated by Samantha Conti, Bureau Chief at WWD, and Daniella Vega, Director of Sustainability of Selfridges, respectively.

Thought leaders from brands including Hermes, Peninsula Hotels and Generation Investment Management will provide key insights on the state of the industry – from the business case for sustainability to the meaning of luxury in the 21st century. Discover the full list of speakers below.

Positive Week will also be supported by a digital campaign throughout the week, which sees luxury CEOs, celebrities, and friends of the company – including Laura Whitmore, Jasmine Hemsley, Stephen Webster and Ronan Keating – offer insights on what luxury means today.

Positive Luxury supports the changing momentum of consumer behaviour and buying habits, and rewards forward-thinking luxury brands who are taking actionable measures to be responsible business leaders.

As Diana Verde Nieto, Co-Founder and CEO of Positive Luxury, says: "Millennial values of experience

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About Positive Luxury

Positive Luxury is a community of luxury brands with a conscience. Our interactive Butterfly Mark provides transparency, showing people which brands they can trust.

About the Butterfly Mark

Using pioneering technology, the Butterfly Mark enables brands to enhance their reputation, inspire their workforce, and communicate their sustainability achievements to customers.

About the speakers

Speakers include Pierre-Alexandre Bapst, Chief Sustainability Officer of Hermès, Sarah Rotheram, CEO of Miller Harris, and Aurelie Picaud, Timepieces Director of Fabergé. More to be announced soon.

Get involved in Positive Week

Follow the event on our **Instagram**, **Twitter** and **Facebook**, and join the conversation on social media using our hashtags: **#positiveluxury** **#positiveweek2018** **#redefiningluxury** **#followthebutterfly**

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FOUNDER / OWNER OF TREND PRIVE MAGAZINE, ROMANIAN-BORN AMERICAN, "SEASONED" IN ITALY, "COOKED" IN GERMANY AND CURRENTLY SERVING IN ISRAEL, NCIS SPECIAL AGENT IN CHARGE EA.



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