



Updated on 23 June



China Luxury Tour

Bernstein China Luxury Tour 2023

(Mon-Fri) 26-30 June 2023 | Hong Kong, Shanghai, Beijing

Luca Solca is delighted to host you for a selection of 'private talks' with key industry specialists of the luxury goods sector. We will meet with a variety of CEOs, Management teams, industry specialists and service providers to the high-end fashion industry.

During this 5 days trip, we will seek to better understand how the industry works behind the scene and investigate key trends in the luxury sector.

Investors are recommended to fly into Hong Kong the day before (Sunday 25 June), with the investor trip commencing on Monday 26 June.



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Bernstein Team



****Host****

Luca Solca
Senior Research Analyst
Global Luxury Goods

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Luca Solca is the Senior Analyst at Bernstein covering Global Luxury Goods. Luca re-joined Bernstein in 2019 from Exane, where he followed the European Luxury Goods sector for six years. Prior to Exane, Luca was the Director of Research at Credit Agricole Cheuvreux. Luca's first tenure at Bernstein was as a Senior Analyst covering the European Luxury Goods and General Retail sectors from 2005 to 2011. Earlier in his career, Luca served as the Executive Vice Chairman of a publicly traded, medium-sized fashion and luxury Italian conglomerate. Luca was also a partner at the Boston Consulting Group focusing on the retail and consumer goods sectors, and a consultant at Booz Allen & Hamilton. Luca holds a BSc magna cum laude in Applied Psychology from the Università di Padova and an MBA magna cum laude from the SDA Bocconi in Milan. Luca's research has been consistently recognized by industry organizations and surveys including Extel and Institutional Investor, both in his first stint at Bernstein, in which he was top-ranked in both European Luxury Goods and General Retail, and at Exane, where he was No. 1-ranked in his sector for five years.



****Host****

Renny Shao
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Sunday, June 25, 2023 – Hong Kong

Hotel: Grand Hyatt Hong Kong

Address:

1 Harbour Road, Hong Kong
+852-2588-1234

Please contact the hotel representative for booking directly under [Bernstein Luxury Tour](#).
Bernstein Special Rate: HKD 2380 ++/night (Breakfast included | Subject to availability)

Rie Yap, Associate Director of Sales
Rie.Yap@hyatt.com | +852-2584-7849



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Monday, June 26, 2023 – Hong Kong

8:20 AM

Car transfer to the meeting

Meet at the hotel lobby. **Check out the hotel and take the luggage with the bus**

Bernstein Onsite contact:

Renny +86-139-1377-1688 / Cherry +86-132-6663-3300 / Kit +852-6323-2511

**9:00 AM-
10:00 AM**

Samsonite – Confirmed

Address:

25/F, Tower 2, The Gateway, Harbour City, TST, Hong Kong

Attendee:

William Yue, IR Senior Director

Language:
English

Company Overview:

Samsonite International S.A. is the world's largest travel luggage company. We will delve into the pace of China's reopening and compare it with what happened to the West. This conversation will provide valuable insights into current state of travel and its implication for global luxury goods industry.

**10:15 AM-
11:15 AM**

Tory Burch – Confirmed

Address:

Room 702-704, South Tower, World Finance Centre
Harbour City, Tsim Sha Tsui, Kowloon, Hong Kong

Attendee:

Thibault Villet, President, APAC & Japan

Language:
English

Company Overview:

We will be joined by Thibault Villet, President of Tory Burch's APAC and Japan, who also founded Mei.com. With extensive experience in the luxury goods sector, particularly in the Greater China region, Thibault will provide valuable insights into the current state of the accessible luxury market, demand trends, and industry developments in the region.

**12:00 PM-
1:00 PM**

Lane Crawford & Imaginex – Confirmed

Address:

30/F One Island South, 2 Heung Yip Road, Wong Chuk Hang

Attendee:

Blondie Tsang, President, The Lane Crawford Joyce Group
Susan Sams, Chief Officer Strategic Development and Communication, The Lane Crawford Joyce Group;
Alice Wong, President, Imaginex Group

Language:
English

Company Overview:

Lane Crawford was one of the pioneers in fashion and luxury buying in the Greater China region, serving as a bridge between European luxury brands and customers in the region when it first started. This conversation will offer valuable insights into the current status and future growth prospects of multi-brand stores and smaller luxury brands.



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1:30 PM- 3:00 PM	Lunch: Sandalwood – Confirmed Address: China Club, 13-14/F, Old Bank of China Building, Bank Street Central	
	Attendee: Tony Ho, Co-Founder; David Kim, Head of Research	
Language: English	Company Overview: Sandalwood is an alternative data provider that possesses a variety of alternative datasets for the luxury industry, including credit card data etc. This conversation will provide valuable insights into the current trading of luxury brands in Mainland China and beyond, based on these alternative data sources.	
3:00 PM- 4:00 PM	Car transfer to airport	
5:25 PM- 8:15 PM	Hong Kong – Shanghai Pudong 1725-2015, HKG-PVG (T2), CX364	
	Car transfer to hotel	
	Hotel: St. Regis Shanghai Jingan Address: 1008 West Beijing Road, Shanghai, China, 200041 Tel: +86 21 6257 9999 Please contact the hotel representative for booking directly under <u>Bernstein Luxury Tour</u> . Bernstein Special Rate: CNY 1580 ++/night (Breakfast included Subject to availability) Audrey Xu, Assistant Director of Sales audrey.xu@stregis.com +86-21-6257-9999*7803 / +86-138-1847-4701	



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Tuesday, June 27, 2023 – Shanghai

8:30 AM-9:30 AM

Breakfast: Mulberry - Confirmed

Address:
Private Room, Social Restaurant, St. Regis Shanghai Jingan,
1008 West Beijing Road

A private room booked under Bernstein

Attendee:
Cynthia Zhong, General Manager of North Asia

Language:
English

Company Overview:
Mulberry is one of the leading British luxury brands besides Burberry. We will be joined by the General Manager of North Asia, Cynthia Zhong, during our conversation. This discussion will provide insights into China's consumer demand trends and the growth prospects of the luxury goods industry in the region, both in the near term and long term.

10:00 AM-11:00 AM

Emmanuel Hemmerlé - Confirmed

Address:
Private Room, Social Restaurant, St. Regis Shanghai Jingan,
1008 West Beijing Road

A private room booked under Bernstein

Attendee:
Emmanuel Hemmerlé, Founder

Language:
English

Company Overview:
Emmanuel Hemmerle is an executive search firm based in China that specializes in the luxury goods industry. With Chinese consumers repatriating their spending domestically, there has also been a surge in demand for talent in the luxury goods industry in Mainland China. And the talent war in the region remains intense. This conversation will offer valuable insights into the often-overlooked issue of talent in the region, which is actually crucial for the industry's success.

11:10 AM-12:10 PM

Wanxin Optical – Confirmed

Address:
Private Room, Social Restaurant, St. Regis Shanghai Jingan,
1008 West Beijing Road

A private room booked under Bernstein

Attendee:
WanFong Hoi, Key Account Manager
Xun Ding, Oversea Sales Director
Huazhang Mao, Myopia Control Lens Expert

Language:
Chinese
(English translation)

Company Overview:
Wanxin Optical is a leading lens manufacturer, with a majority stake owned by EssilorLuxottica. This conversation will provide insights into the growth prospects of the eyewear industry in emerging markets like China, as well as first hand industry insights on myopia management.



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12:20 PM-1:30 PM	Lunch with a wine connoisseur – Confirmed Address: Private Room, Social Restaurant, St. Regis Shanghai Jingan, 1008 West Beijing Road A private room booked under Bernstein	
	Attendee: Ye YE	
Language: English	Biography: Our expert is one of the few WSET Diploma holders in Mainland China who is actively involved in trading, teaching, and consulting in the wines and spirits sector. Our expert also interacts with UHNWIs in China on regular basis. This conversation will provide valuable insights into the current trading and growth prospects of the wines and spirits industry in China.	
1:30 PM	Car transfer to the meeting Meet at the hotel lobby. Bernstein Onsite contact: Renny +86-139-1377-1688 / Cherry +86-132-6663-3300 / Kit +852-6323-2511	
2:00 PM-3:00 PM	JLL – Confirmed Address: 22/F, HKRI Centre One, HKRI Taikoo Hui No.288 Shimen Yi Road, Jing'an District, Shanghai	
	Attendee: Neo Huang, Director	
Language: English	Company Overview: Some luxury companies have aggressively expanded their physical network in Mainland China post-Covid-19, while others have not. This conversation will provide insights into which companies have taken this approach and how they are faring now. Additionally, we will explore what is on the minds of luxury companies as China reopens and delve into other related topics beyond these questions. We will review the luxury shopping mall pipeline prospects.	
4:30 PM-6:30 PM	Value Retail Bicester Village – Confirmed (Meeting and Tour) Address: Gate 1, No. 88 East Shendi Road, Pudong New District, Shanghai	
	Attendee: Catherine Edme, Chief Growth Officer	
Language: English	Company Overview: Off-price exposure has always been a hotly debated topic in the luxury goods industry. This conversation will provide insights into the off-price exposure of different luxury brands, as well as current off-price products demand trends. We will also explore how sensitive Chinese consumers are to pricing, given the macro uncertainty, and delve into related topics beyond these questions.	
	Car transfer to hotel	



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8:00 PM- 9:30 PM	Dinner: Butterfly Media (丰意文化) – Confirmed Address: Yang Ting Restaurant, 2/F, St. Regis Shanghai Jingan, 1008 West Beijing Road A private room booked under Bernstein	
	Attendee: Emma Zhou, Founder and CEO	
Language: English	Company Overview: Butterfly Media, a leading multi-channel network (MCN) on RED, a popular Chinese social media site, oversees 200+ key opinion leaders (KOLs) and boasts over 300 million followers. We will be joined by, Emma Zhou, the company's founder and a major figure in China's secondhand luxury market specializing in couture. Our conversation will delve into China's luxury brand marketing techniques, current brand momentum on social media, and the nuances of the high-end secondhand luxury sector.	

Hotel: St. Regis Shanghai Jingan Address: 1008 West Beijing Road, Shanghai, China, 200041 Tel: +86 21 6257 9999 Please contact the hotel representative for booking directly under <u>Bernstein Luxury Tour</u> . Bernstein Special Rate: CNY 1580 ++/night (Breakfast included Subject to availability) Audrey Xu, Assistant Director of Sales audrey.xu@stregis.com +86-21-6257-9999*7803 / +86-138-1847-4701		
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Wednesday, June 28, 2023 – Shanghai

8:50 AM	<p>Car transfer to the meeting Meet at the hotel lobby. Bernstein Onsite contact: Renny +86-139-1377-1688 / Cherry +86-132-6663-3300 / Kit +852-6323-2511</p>
9:30 AM-11:00 AM	<p>VeChain – Confirmed</p> <p>Address: 15F, Building C, Huada Science and Technology Building, 1038 Jinshajiang Rd, Putuo District 普陀区金沙江路 1038 号华大科创楼 C 栋 15 层</p>
	<p>Attendee: James Zhang, Business Development Director</p>
Language: English	<p>Company Overview: VeChain won the LVMH Innovation Award on the back of its blockchain technology. This conversation will provide insights into the impact of technology on the luxury industry, with a focus on combining blockchain and RFID. We will also explore the future implications of generative AI and blockchain for the industry.</p>
11:30 AM-2:00 PM	<p>Lunch: Lunar – Confirmed (Museum Tour & Lunch Meeting)</p> <p>Address: New Wave by Da Vittorio Restaurant, 3/F, UCCA Center for Contemporary Art, No. 88 Xizang Bei Lu, Jing'an District 静安区西藏北路 88 号 UCCA Edge 3 楼</p>
	<p>Attendee: Jerry Mao, CEO (Luxury Businesses) & Partner</p>
Language: English	<p>Company Overview: Lunar manages a portfolio of lifestyle and luxury brands. This conversation will provide first-hand information on how luxury and fashion companies are faring in China at the moment. We will also explore their views on luxury demand trends, given the reopening of China, and delve into related topics beyond these questions.</p>



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2:30 PM-4:30 PM	Lanvin – Confirmed (Meeting and Tour) Address: 37F, Tower S2, Bund Finance Center, 600 No.2 Zhongshan E. Road, Shanghai 中山东二路 600 号 BFC 外滩金融中心	Meeting (60 mins) Guided Tour (60 mins) <ul style="list-style-type: none">• Lanvin• Sergio Rossi• Wolford• St John
	Attendee: Joann Cheng, Chairman & CEO of Lanvin Group; David Chan, Executive President & Interim CFO; Jun Jiang, Executive Director of Investment	
Language: English	Company Overview: Lanvin, owned by Fosun Group, is currently undergoing a self-help journey within the luxury industry. This conversation will provide their insights into the key ingredients of brand revival, as well as their views on the growth prospects of luxury demand in China, given the macro uncertainty and the reopening of China.	
5:00 PM-6:00 PM	Zegna Store Tour – Confirmed Address: Zegna Boutique (Shanghai Taikoo Hui) Shop L120, No.288 Shimen Yi Rd., Jingan District, Shanghai 静安区石门一路 288 号香港兴业太古汇 L120 号铺	
	Attendee: Christian Foddis, Asia President	
Language: English	Company Overview: Zegna has successfully revived their brand and expanded into new product categories and styles in recent years. As a company that is highly exposed to Chinese consumers, this conversation will provide insights into Chinese consumer demand and preferences. We will also explore their views on the growth prospects of the luxury industry in the near term and long term. The speaker has extensive industry experience and is very well connected to the expat community working in Hong Kong: this shall provide valuable perspective beyond Zegna.	
Car transfer to hotel		
6:30 PM-8:00 PM	Dinner: Zegna – Confirmed Address: Yang Ting Restaurant, 2/F, St. Regis Shanghai Jingan, 1008 West Beijing Road A private room booked under Bernstein	
	Attendee: Christian Foddis, Asia President	
	Hotel: St. Regis Shanghai Jingan Address: 1008 West Beijing Road, Shanghai, China, 200041 Tel: +86 21 6257 9999 Please contact the hotel representative for booking directly under <u>Bernstein Luxury Tour</u> . Bernstein Special Rate: CNY 1580 ++/night (Breakfast included Subject to availability) Audrey Xu, Assistant Director of Sales audrey.xu@stregis.com +86-21-6257-9999*7803 / +86-138-1847-4701	



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Thursday, June 29, 2023 – Shanghai

9:00 AM	Car transfer to the meeting Meet at the hotel lobby. Check out the hotel and take the luggage with the bus. Bernstein Onsite contact: Renny +86-139-1377-1688 / Cherry +86-132-6663-3300 / Kit +852-6323-2511	
9:30 AM-10:40 AM	Investindustrial - Confirmed Address: 1305, HKRI Tower I, No. 288 Shimen Yi Road, Jingan District 静安区石门一路 288 号香港兴业中心一座办公楼 1305 室	
	Attendee: Michael Guan, Chairman of Asia	
Language: English	Company Overview: Investindustrial is a leading investment firm that is active in the consumer and leisure sectors. We will be joined by its Asia Chairman, Michael Guan, during our conversation. This discussion will provide insights into China's consumer demand trends and the growth prospects of the luxury goods industry in China, both in the near term and long term.	
11:00 AM-12:00 PM	L Catterton - Confirmed Address: Suite 4601-4602, Tower 2, Plaza 66, 1266 Nanjing Road West, Jingan District 静安区南京西路 1266 号恒隆广场二期 4601-4602 室	
	Attendee: Charlotte Chang, Vice President; Kevin Shan, Senior Associate, Consumer Insights	
Language: English	Company Overview: L Catterton is the private equity arm of the LVMH group. We will be joined by its Chinese consumer insights team during our conversation. This discussion will provide insights into China's consumer demand trends and the growth prospects of the consumer and luxury goods industry in China, both in the near term and long term.	



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12:15 PM-1:45 PM	Lunch: One of China's top 10 domestic designer brands - Confirmed Address: Private Room, Social Restaurant, St. Regis Shanghai Jingan, 1008 West Beijing Road *NEW Location*	
	Attendee: Founder and Creative Designer	
Language: English	Company Overview: We will host a fireside chat with the founder and creative designer of one of China's top 10 domestic designer brands. This is a great opportunity for us to know a Chinese brand from up close. This discussion will provide insights into the future of Chinese designer and luxury brands. In addition, given the high-end exposure of the brand's customers, we will also learn about the younger generation and high-end consumer demand in China, which is particularly relevant under current macro conditions.	
2:00 PM-3:00 PM	Plaza 66 Property Tour - Confirmed Address: Plaza 66, 1266 Nanjing Road West, Jingan District 静安区南京西路 1266 号恒隆广场 <u>Remarks:</u> Meet at the concierge on 1/F (in front of Fendi)	
	Attendee: Wendy Chow, Senior Manager of Retail Leasing	
Language: English	Company Overview: Plaza 66 is one of the most important luxury shopping malls in Mainland China. We will be joined by the property leasing team during our conversation. This discussion and the store tours will provide insights into the current trading of luxury brands in the mall and their network expansion plans.	
3:00 PM-3:40 PM	Car transfer to airport	
5:00 PM-7:15 PM	Shanghai Hongqiao – Beijing 1700-1915, SHA (T2) – PEK (T2), MU5119	
	Car transfer to hotel	
	Hotel: The St. Regis Beijing Address: No. 21 Jianguomenwai Dajie, Chaoyang District, Beijing 100020 Please contact the hotel representative for booking directly under <u>Bernstein Luxury Tour</u> . Bernstein Special Rate: CNY 1450 ++/night (Breakfast included Subject to availability) Contact: Jerry Ma, Senior Sales Manager Jerry.Ma@stregis.com +86-10-6460 6688 ext. 2520 / +86 158 0158 2016	



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Friday, June 30, 2023 – Beijing

<p>8:15 AM-9:45 AM</p>	<p>Breakfast: Founders Lair – Confirmed</p> <p>Address: Private Room, Garden Court, 1/F, The St. Regis Beijing No. 21 Jianguomenwai Dajie, Chaoyang District, Beijing 花园阁包房, 景苑咖啡厅, 1/F, 北京瑞吉酒店, 北京朝阳区建国门外大街 21 号</p>	
<p>Language: English</p>	<p>Attendee: Jelte Wingender & Silu Cao, Founder</p> <p>Company Overview: Founders Lair is a start-up accelerator in China that has collaborated with luxury brands such as Louis Vuitton and Cartier to enhance their innovation. Jelte Wingender, the founder of Founders Lair and country partner of German Accelerator in China, will be joining us to share insights on the innovation strategies of major luxury companies and how innovation can shape the industry's future.</p>	
<p>10:00 AM-11:00 AM</p>	<p>Mandarin Capital – Confirmed</p> <p>Address: Private Room, Garden Court, 1/F, The St. Regis Beijing No. 21 Jianguomenwai Dajie, Chaoyang District, Beijing 花园阁包房, 景苑咖啡厅, 1/F, 北京瑞吉酒店, 北京朝阳区建国门外大街 21 号</p>	
<p>Language: English</p>	<p>Attendee: Zhen Gao, Managing Partner</p> <p>Company Overview: Mandarin Capital is a leading investment firm that is active in the consumer and leisure sectors. We will be joined by its Managing Partner, Zhen Gao, during our conversation. This discussion will provide insights into China's consumer demand trends and the growth prospects of the luxury goods industry in China, both in the near term and long term.</p>	
<p>11:15 AM-12:45 PM</p>	<p>Luxe – Confirmed</p> <p>Address: Private Room Tang, Celestial Court Chinese Restaurant, The St. Regis Beijing, No. 21 Jianguomenwai Dajie, Chaoyang District, Beijing 唐厅, 天宝阁, 2/F, 北京瑞吉酒店, 北京朝阳区建国门外大街 21 号</p>	
<p>Language: English</p>	<p>Attendee: Alicia Yu, Founder; Elisa Wang, Head of Content</p> <p>Company Overview: Luxe.co is the leading media within the luxury industry in Mainland China, who has very close relationship with various luxury brands. We will be joined by the founder and head of content during our conversation. This discussion will provide insights into China's consumer demand trends and the growth prospects of the luxury goods industry in China, both in the near term and long term.</p>	
<p>12:45 PM</p>	<p>Car transfer to the meeting Meet at the hotel lobby. Check out the hotel and take the luggage with the bus Bernstein Onsite contact: Renny +86-139-1377-1688 / Cherry +86-132-6663-3300 / Kit +852-6323-2511</p>	



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<p>1:30 PM- 3:00 PM</p>	<p>Designer: Guo Pei (Rose Studio) – Confirmed</p> <p>Address: Rose Studio head office, C Schengen Int'l Building, No.5 Laiguangying West Road, Chaoyang District, Beijing, China 玫瑰坊高级定制总部, 北京市朝阳区来广营西路5号森根国际B座2C</p>	
<p>Language: Chinese (English translation)</p>	<p>Attendee: Guo Pei</p>	
	<p>Biography: Guo Pei is the only haute couture designer from Mainland China. We will be joined by Guo Pei and have the rare opportunity to tour her designer studio in Beijing during our conversation. Her couture shows in the US have been well received by American consumers, and her exhibits have had great success in both New York and the Bay Area. This discussion will provide insights into the very high-end demand trends in China and Pei's views on the industry growth at the very high end, both in the short term and long term, for both Chinese and Western consumers.</p>	
<p>Car transfer to the airport / transfer back to hotel</p>		

END