

LE *Grand* MMAG

The Extremely Well Living Magazine

HERITAGE VALUE

Aviation, Automotive, Travel, Yachts, Education, Finance,
Interiors, High Jewellery, Elegance, Real Estate

THE FUTURE OF TRADITION

culture

THE BIG RESET TRENDS AND FORECAST **UHNWI TOYS** HIGH END ENTERTAINMENT



Alberto Galassi
CEO
FERRETTI GROUP



Alex Fecteau
Director of Marketing
BOEING BUSINESS JETS



Andrea Gentilini
CEO
LUXURY LIVING GROUP



Andrea Micheli
Commercial Director
SOUTHERN WIND



Andrea Scherz
Owner & GM
GSTAAD PALACE



Anthony Schaub
Head of Partnerships
CHI GENEVA



Giuseppe Losciale
GM
ARMANI HOTEL MILANO



Frederic Lemos
Head of
AIRBUS CORPORATE HELICOPTERS



Federico Rossi
COO
ROSSINAVI



Francesca Muzio
Co-Founder
FM ARCHITETTURA



Christine Demen Meier
Global Managing Director
LES ROCHES



Marco Olivieri
GM
EXCELSIOR HOTEL GALLIA



Gianrico Esposito
GM
HOTEL DANIELI



Kelly Hoppen
Founder
KELLY HOPPEN INTERIORS



Keith Strandberg
Chief Content Officer
JACOB & CO



Harald & Bruce Grant
SOTHEBY'S INTERNATIONAL REALTY



Raphael Avigdor
DOUGLAS ELLIMAN REAL ESTATE



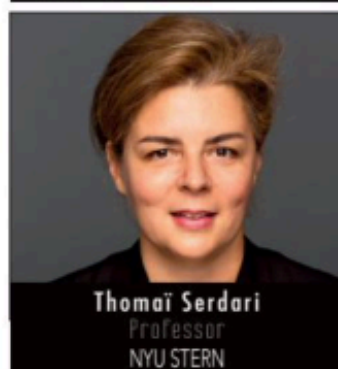
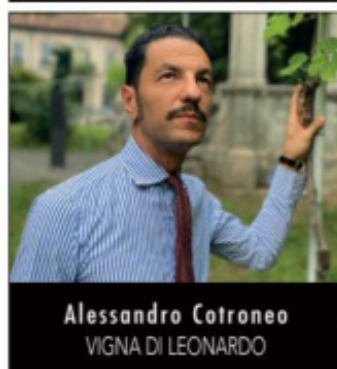
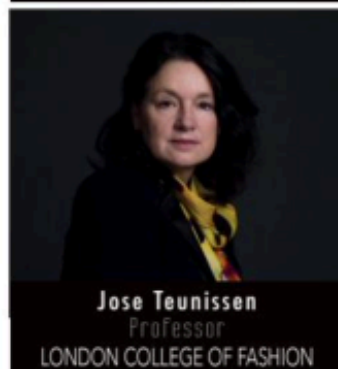
Patrick Moulay
Senior VP International Sales
BELL FLIGHT



Paola Cillo
Professor
BOCCONI UNIVERSITY

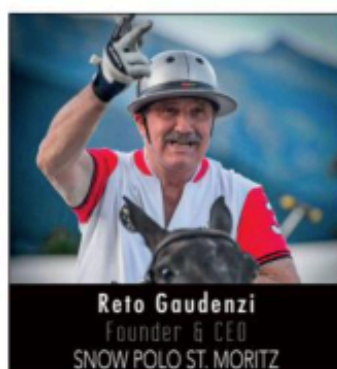
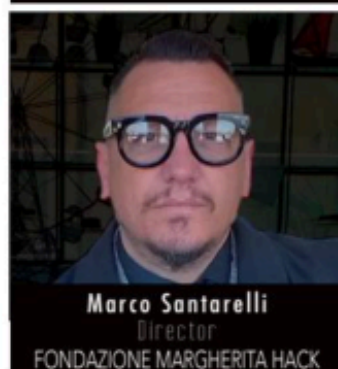


Georgette Davey
Managing Director
GLION



ULTRA-LUXURY, IT'S ALL A MATTER OF CULTURE

Our exclusive interviews with leading figures from entrepreneurs and managers to university professors, students and scholars – provide a glimpse into the future of ultra-luxury and its cultural connotations.





Oscar Santa Brigida,
UNIVERSIDAD CARLO III DE MADRID

-I would ask luxury companies if, by some chance, we change the way we consume - because I'm very much in doubt whether we were going to continue with consumerism - and if they have decided to change what their business model would be, in order to include, for example, more sustainability, or change the way we think of luxury, experiences or products.

Anthony Schaub, Head of Partnerships,
MEMBER OF THE ORGANIZING COMMITTEE OF
CHI GENEVA

-If we want to continue to attract the crowd and to evolve and grow with our public, we also need to move towards innovation, and this comes mainly from technology.

-So traditional branding would remain, but we always try to adapt, to have something tailor made for each of the sponsors - the signature from Geneva is to tailor a solution for the sponsor at a sporting event.

Alyssa Carson,
ASTRONAUT-TO-BE

-There are so many different choices of what we can actually do with our lives. It's all about what you're passionate about. So really follow your dreams.

Alessandro Cotroneo,
VIGNA DI LEONARDO

-I believe that luxury can have a negative meaning when it is disconnected from culture.

-Luxury cannot live solely on the Holy Spirit who feeds it, but I believe we should never, ever, associate the subsistence and economic needs linked to luxury with the purely philological properties of cultural content such as ours, neither should we associate a culture of consumption with the attempt of the identity of each individual to find something artistic that can go beyond time.

Carlo Morfini, General Director,
LA TRIENNALE

-The world of luxury is known to be the least economically efficient, and this must change. It is no longer possible for the commercial cycle of a product to end even before its natural cycle. Therefore, there must be an evolution in the idea of the seasonality of a luxury product, which must not be disposed of quickly so as not to be out of fashion, but be preserved and loved.

-These are all elements that must be included in the corporate world that produces luxury, which means focusing on the product, knowing how to concentrate on the things we know how to do well.

Alessandro Sella,
UNIVERSITY OF PLYMOUTH

-My question is, giving that technology is coming more and more into our society, industry, and job sectors, how and whether some of the sectors that are involved within the luxury industry will manage to keep up to pace whereas some other might not; how that will change, and how will the digital luxury sort of influence every sectors in the industry.

Aleksandra Maric, General Manager,
AMAZE & CO

-I believe we will see the increase in investments in this region, especially the Balkans. The talent we have from this side of Europe has not been utilised enough, so these countries could become some sort of a creative hub when it comes to inspiration for the design of new luxury goods.

Shiyi Xu, Director,
HYLINK GROUP ITALY

-The beauty of luxury goods is heritage from generation to generation. But, thanks to technology and innovative digital platforms/tools, they will support our consumers to have better customer experience of luxury goods both online and offline and to have an efficient way to know the product by inspiring brand storytelling.



Matthias Hacker,
INTERNATIONAL SCHOOL OF HAMBURG

-Gen-Z have definitely a different approach to luxury than the previous generation because they often present themselves in a very flamboyant way, and they are loud in everything they do. I believe they are attached to the idea to show off a lavish lifestyle that sometimes doesn't equate to their patrimonial value.

-In contrast, previous generations cherish life as it is without caring much to prove anything to others, they really enjoy the moment. I feel these are the main generational differences in perceiving luxury.

Francesco Riccelli, AMERICAN SCHOOL OF MILAN

-I believe luxury is a form of art as everyone has its own way of expressing it.

Cesare Brunetti,
EUROPEAN SCHOOL OF ECONOMICS MILAN

-In such a hectic world, I am of the opinion that luxury can still make people dream, as the dream of luxury can be the goal that pushes people beyond their limits in order to reach their deepest desires. I believe that the luxury business is very committed to evocative communication that keeps up people's desire to seek their uniqueness and keep their dream alive.

Lando Simonetti, Founder & CEO, LA MARTINA

-Values will always have a future, and we have family values. Family values to us will always have a future.

-We think that polo as a sport in the next 10 years will be phenomenal, even I would say five to ten times bigger.

Reto Gaudenzi, Founder & CEO, SNOW POLO ST. MORITZ

-A luxury event is like a nice cocktail. You need a lot of ingredients. In addition to the event location and the city's infrastructure that serve as the platform, providing an image and entertainment, there is the experience, the spirit that the clients and sponsors feel, which create the bond with the brands.

-Our evolution is a constant movement forward but always based on the traditions, which are hospitality, high-class event and heritage. By listening to your client - this is very important - about what they want, we can always provide what is wanted, what is liked and what will be successful.

Diana Prado, Psychologist

-We can interpret luxury as a necessity when it is integrated into our life and no longer becomes an alternative to what we live, but a possibility for anyone.

Elsa Martignoni, Violinist

-I think that luxury is a form of art, because all creations, which are the manifestation of something extraordinary, are born from the thoughts and ideas of great artists, stylists, designers, musicians... These ideas express art, in the moment in which they are created, and luxury, for their uniqueness, originality and purity.

Marco Santarelli, Director,
FONDAZIONE MARGHERITA HACK

-Luxury for me is idleness. Idleness, based on its etymology, means feeling good. It comes from *Atum* "it is true I'm fine" and this recalls the concept of living by Martin Heidegger, the German philosopher who in turn recalls the expression Bin "I am living in the world" which is "I am a product and a process of my own change". This basically means that instead of everyone being part of the same groups, the same social networks, and have the same opinion on certain events, we are able to exclude everything that is a disturbing element, the so-called background noise, and make it become a choice. In this case, luxury reappropriates precisely the choice, which is, the possibility of excluding the elements that do not make Man the protagonist of change and therefore the keyword for luxury is exclusion.