



The Future of Luxury ... Is “Made In Italy” Ready?

Register

Join us for an interactive discussion on how the metaverse and Gen Z will influence brand recognition, intellectual property, and the future of luxury.

The business of luxury goods and services, many made in Italy, has faced and survived critical social and economic challenges over time – from gaining relevance among new affluent markets and transitioning to the digital economy, to navigating the impact on retail from the COVID-19 pandemic and the resultant supply chain crisis. Will established luxury brands and Made-in-Italy succeed in adapting to Gen Z and the metaverse?

Our panel of experts and professionals from all facets of the industry will highlight the challenges, marketing and legal best practices, and essential strategies for gaining market share with Gen Z. Please join us for an interactive and engaging discussion.

Attendance is limited and RSVP is required for this in-person event.

If you would like to attend, or have colleagues who would, please register any interested parties using the “Register” button above.

Unable to Attend?

If you know you are unable to attend, or if this is of no interest to you, please [let us know](#) so we can exclude you from future mailings for this particular event.

Speakers



[Daniel Langer](#)
CEO, [Équité](#)



[Paolo Beconcini](#)
Partner, Intellectual Property
Squire Patton Boggs



[Davide Accomazzo](#)
Chief Investment Officer, [THALASSA CAPITAL LLC](#)
Adjunct Professor of Finance, Graziadio School of Business at
Pepperdine University



[Marisol Mork](#)
Partner, Advertising, Media & Brands
Squire Patton Boggs



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Saturday,
October 29, 2022

11 a.m. – 1 p.m.

Wilburn Auditorium

Drescher Graduate Campus,
Pepperdine University
24255 Pacific Coast Highway,
Malibu, CA 90263

If you have any questions regarding this event, or would like to provide details of any specific dietary or access requirements, please contact:

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