



## Press release

### 6th Forum de la Haute Horlogerie

#### "WHAT'S NEXT"

**Taking "What's Next" as its theme, the 6th Forum de la Haute Horlogerie will be held Thursday November 13th 2014 at the International Institute for Management Development (IMD) in Lausanne. Organised since 2008 by the Fondation de la Haute Horlogerie, this highly anticipated event examines the major questions and challenges facing the luxury industry. Always with an eye to the future, the Forum gives the floor to eminent speakers who bring their enlightened perspective on a society in constant change, and throw open debate to wider issues.**

Geneva, 10 Novembre 2014- Take time out for reflection in an ever-faster world. Organised by the Fondation de la Haute Horlogerie, in collaboration with IMD in Lausanne and Bank Julius Bär, the 6th Forum de la Haute Horlogerie provides a framework for forward-looking reflection and debate on the theme of "What's Next". It gives brand executives and representatives of industry, politics, academia and institutions an opportunity to put into perspective questions facing the luxury industry and Fine Watchmaking. A panel of renowned personalities and eminent specialists will share their expert view on a society in constant flux, and on the influence these changes will inevitably have on expectations, demands, products, markets and business. Certain demographics, youth in particular, change their attitude towards luxury on a regular basis. New generations lead vastly different lives to their pre-digital counterparts: identity, imagination, human relations and behaviour are intimately linked to this revolution. In this context, new technologies such as smartwatches and other wearables could well have an impact on fashion and luxury.

#### **A comparison of views**

Numerous questions are raised: are these fleeting trends or, on the contrary, here to last? What economic context will prevail in the future? How will the major luxury brands remain desirable in a society that won't stand still? These topical issues will be debated under the theme "What's Next" at the 6th Forum de la Haute Horlogerie. As in previous years, this



platform for exchange will hand over to experts in various fields. Prominent business leaders and economists will deliver their view of the transformations taking place within our society. Patrick Warnking, country director, Google Switzerland, Elizabeth Paton, luxury correspondent for The Financial Times, Axel Dumas, CEO, Hermès International, and Stéphane Garelli, professor of world competitiveness at IMD present an economic analysis of these trends. A philosophical and societal perspective is brought by authors Frédéric Lenoir and Carl Honoré, and by sustainability expert and consultant Diana Verde Nieto.

#### **Paying tribute to passion and to talent**

As is traditional, this day of intense and fruitful debate will end with the presentation of two awards: "Hommage à la Passion" and "Hommage au Talent". They come in recognition of personalities who, through their dedication and expertise, have contributed to the eminence of Fine Watchmaking. These distinctions are awarded by a panel whose members are representatives of the Fondation de la Haute Horlogerie Cultural Council, representatives of Bank Julius Bär, and Franca Zigliotto. The recipients of the 2014 awards will be announced on November 13th.

#### **6<sup>e</sup> Forum de la Haute Horlogerie : « What's Next »**

IMD, Lausanne  
13 novembre 2014

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