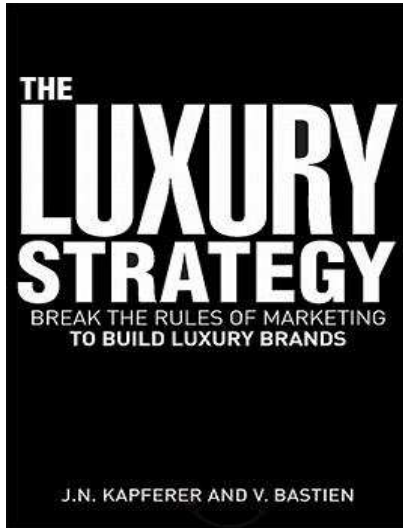


05 February 2009

## New York Launch of 'The Luxury Strategy' by Jean-Noël Kapferer and Vincent Bastien.

HEC Paris, in partnership with Yves Saint Laurent and 4th Avenue presented 'The Luxury Strategy' (Ed: Kogan Page) by Jean-Noel Kapferer and Vincent Bastien on 5 February 2009.

<http://www.koganpageusa.com/bookdetails.aspx?ISBN=9780749454777>



In order to celebrate the US publication of this new reference work, Bernard Ramanantsoa, dean of HEC, Laura Lendrum, Chairman of Yves Saint Laurent USA and Laurent Guerrier, Founder of 4th Avenue and Luxe Avenue invited more than 70 guests to attend a conference given by Kapferer and Bastien.

The conference was held at the Yves Saint Laurent Flagship store on Madison Avenue in the presence of Daniel Bernard, President of the HEC Foundation.

Numerous leaders of French, Italian and American luxury houses, journalists as well as marketing professors at NYU Stern and Wharton also participated in this event.

'The Luxury Strategy' is the English language version of "Luxe Oblige" (Ed: Editions d'Organisation)

<http://www.editions-eyrolles.com/Livre/9782212542011/luxe-oblige> )

More about Jean-Noël Kapferer

[http://www.hec.fr/Professeurs/Biographie/\(professeur\)/26815](http://www.hec.fr/Professeurs/Biographie/(professeur)/26815) )

