

Success, Failure & Passion
in the world of mood consumption

April 28-30th and October 13-15th
Four Seasons Resort Provence at Terre Blanche, France

style-vision
round table
invitation
2004

FT FINANCIAL TIMES
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FOUR SEASONS RESORT
Provence at Terre Blanche



mission

An exclusive concept for senior management from different industries, cultures and nations to share information and together create a common view about the future consumer and lifestyle trends. The diversity of a global world reinforces the conviction that crossing views, mixing praxis and exchanging ideas is a necessity. It is, and will be, an abundant source of inspiration and innovation for the specialist in government, science, art and business.

Mission: challenge preconceptions about future consumers

- > more courage and less convention.
- > more creativity and less conservatism.
- > more imagination and less dogma.

Participation: your active role

During the Round Table, as one of participating executives, your role will be to present your views and help shape the answers to the questions related to the overall theme.

- > network with executives from a broad spread of industries.
- > learn filtered and direct useful insights into their sectors.
- > take away a range of fresh ideas to apply at your own company.



theme

Success, Failure & Passion in a world of Mood Consumption

Today's consumer is about to reveal more passion. This passion will be the key driver of future success for consumer goods and services.

Fact: Immaterial values embrace all domains of society.

The luxury industry was one of the first industries to successfully understand the strategic importance of immaterial values conveyed by products and services. But what is the success really about? Expressions such as new luxury, old luxury, “masstige” goods, premium brands, trading up or down is adding to the confusion and has little to do with luxury as it attempts to target a feeling of well-being. A feeling that makes consumers excited. A feeling that makes consumers consume. A feeling that we call for... Passion.

Future: A world of consumption driven by the moods of the consumer.

Against the former models of authority, status and ideology, the extreme individualization inherited from the 1990's leads us to pursue our personal happiness, follow our own agenda and through consumption express our choice of lifestyle. Consumption or anti-consumption is becoming symbol of our inner expectations and mirror-effect in everyday life; products are personifying our emotions and reflecting our changing moods.



topics

The Round Table 2004 will address the following topics:

A passion for success?

In today's business environment, translating the passions of the consumer into relevant products and services is the greatest challenge for suppliers, brands and retailers. Will consumers' passions remain definitively unclear, or is it possible to find new paths of understanding by analyzing successes and failures in several different consumer related industries?

Which passions for which consumer?

Some consumers are passionate about giving back to society, others about belonging to a certain elite. Some consumers are passionate about having personal guidance, others about getting an easy bargain. But how to estimate the importance of passions and the influence on different markets?

Which analytical tools to use?

Observation versus Vision. Before, consumer attitudes could be more or less correctly understood by using demographic criteria such as gender, age or income and extensive market/consumer research. Most experts agree that current tools used by many companies to understand their customers are out-dated and inefficient; so what comes after?



participants

The round table 2004 is created especially for:

- > Consumer focused CEO's.
- > Directors in Marketing, Strategy, Innovation and Design.
- > Consultants in Consumer Related Industries.

CEO's & Executives represented at the round table 2003 included:

Steven Van der Kruit, Innovation and Trends Director & Emmanuel Frenck, Director of Flavours (**FIRMENICH**, fragrance), Erik Bras, Customer Development Director (**UNILEVER**, one of the world's leading suppliers of fast moving consumer goods), Ron Pompei, CEO & Creative Director (**POMPEI A.D.**, retail design for brands such as the Discovery Channel, Sony, Levis, Urban Outfitters, Anthropologie, Esprit, Mavi Jeans and Volvo), Andrew Krisson, CEO (**ZOFFANY**, luxurious and versatile interiors), Leif Kjaegaard, Head of Global Innovation and Business Development (**DANISCO**, one of the world's largest producers of food ingredients), Axel Kniel (**MCKINSEY**, world-wide leader in management consultancy), Roger Tredre, Managing Editor-in-chief (**WGSN**-the world's leading trend service for the style industry), Kirsten Dana, Artistic Director (**EGE**, one of the most creative European carpet mills), Danielle Swartebroeckx, Director of Education (**JOICO**, part of Shiseido Professional), Petra Staudenmaier, Head of International Marketing (**LINDT & Sprüngli AG**, world-wide leadership position in the premium quality chocolate segment), Anette Tristan, Director of Education (**TEKO**), Gary Korba, VP Creative Global Packaging Development (**ESTEE LAUDER Companies**) and Stan Stalnaker, Marketing Director (**FORTUNE**, Time Inc.)

Independent Experts included: Birgit Lohmann (Design), Nicole Contencin (Luxury Goods), Prof. Lars Smith (Global Culture & Value differences), Prof. Jorge Forbes (Psychoanalysis), Rory Maw (Economics and Finance), Tristan Butterfield (Design), Inga Clausen (Trends), Wendy Mitchell (Art) and Mari-Louise Jonsson (Advertising).



agenda

Tuesday

18:30-20:00

Arrive and Sparkle

> Informal Welcome Cocktail Reception for Participants and Guests by Four Seasons Resort Provence.

Wednesday

08:45-09:00

Present and Inspire

> Welcome speech by: Kristine Oustrup, Style-Vision; Vanessa Friedman, Financial Times and Dimitri Zarikos, Four Seasons.

09:00-10:30

> Trend Talks by Selected Participants with focus on the industries: **Cosmetics, Fragrance, Food, Beverage, Pharmaceuticals, Chemicals.**

10:30-10:45

> Morning break.

10:45-13:00

> Trend Talks by Selected Participants with focus on the industries: **Fashion, Textiles/Fibers, Retailing, Furniture and Interiors.**

13:00-14:30

> Lunch on the terrace.

14:30-16:15

> Trend Talks by Selected Participants with focus on the industries: **Automotives, Consumer electronics, Household appliances.**

16:15-16:30

> Afternoon break.

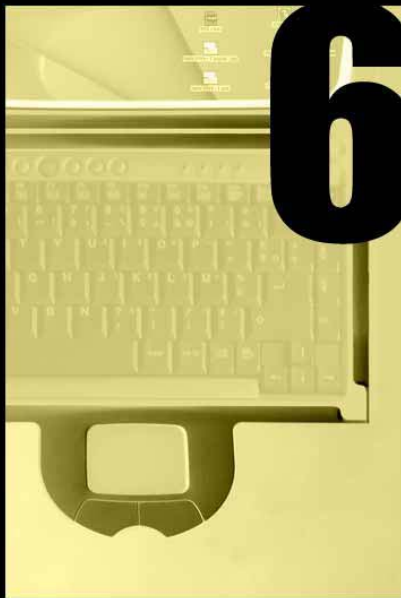
16:30-18:30

> Trend Talks by Selected Participants with focus on the industries: **Advertising, Media, Consulting, Banking, Insurance, Travel, Hotels.**

20:00-23:00

> Cocktail and Dinner “Nuit Blanche” created by Four Seasons Resort Provence.

The organizers reserve the right to alter the programme as may be necessary.



agenda

Thursday

09:00-12:30

09:00-12:30

12:30-14:30

14:30-14:45

14:45-15:15

15:15-15:30

15:30-15:45

15:45-17:15

17:15-18:00

20:00-23:00

Absorb and Analyze

- > Cooking lessons by Philippe Jourdin. (former Chef at two-star Michelin « Le Moulin de Mougins »). or Golf at Terre Blanche, championship golf course.
 - > Lunch prepared by the Cooking lessons
 - > Introduction by Style-Vision.
 - > What is behind the theory of Mood Consumption?
 - > The Style-Vision Mood Movie...
 - > Coffee break.
 - > 8 Creative consumer scenarios: Success & Failure.
 - > What will these scenarios mean for the industries present?
- Questions and dialog with Style-Vision and Participants.
- > Chill-out evening.

Friday

09:00-10:30

10:30-10:45

10:45-13:00

12:00-13:00

13:00-14:30

Discuss and Finalize

- > Workshops: deeper analysis of the Round Table theme.
- > Coffee break.
- > Panel discussions on the Conclusions.
- > Final Statement on the Round Table 2004 theme.
- > Closing luncheon by the swimming pool.

The organizers reserve the right to alter the programme as may be necessary.



conditions & fees

By-invitation-only

The organizers reserve the right to limit the number of participants from any given industry sector in order to avoid conflicting business interests.

Confidentiality

None of the presentations will be transmitted or published to outside partners or affiliates without permission the presenter.

Participant fee

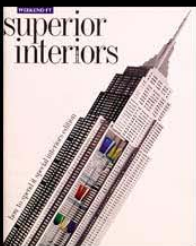
The fee of 5,900 euros excluding VAT per person includes the agenda, meals and transfers and 3 nights accommodation in a Four Seasons Suite. Every participant will receive the full Round Table 2004 Conference Book and permission to share this report internally with-in their organizations.

Note: Upon our confirmation, the above fee is non refundable. In certain circumstances, Style-Vision permits registered participants to be replaced by another representative.

Registration

Register on line at www.style-vision.com

Or call style-vision : + 33(0)4 93 62 00 07 for more information.



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FOUR SEASONS RESORT

Provence at Terre Blanche

Four Seasons Hotels and Resorts unveils its first European resort in the South of France, on 266 ha of undiscovered land.

The Resort offers 115 generously sized suites with separate living rooms and bedrooms that all open onto a private terrace with enchanting views over the nearby medieval villages. It is also a venue of choice for groups up to 280 people. Whatever your meeting requirements, our highly trained staff and exceptional facilities will accommodate your every need. Our meeting rooms feature expansive and flexible space, as well as outdoor terraces and lawns that will facilitate creative dining options. Four Seasons Resort Provence at Terre Blanche comfortable luxury and thoughtful service complement 3 restaurants, exclusive villas for Fitness and Spa Treatments, some of Europe's most exceptional golfing facilities, outdoor swimming pool and recreational opportunities for all ages, to ensure that your visit to Provence will be truly exhilarating.

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High-end future intelligence



Style-Vision team

**Style-Vision is dedicated
to delivering creative scenarios
of future consumers.**

Global leaders in consumer related industries are currently using Style-Vision to better anticipate changing consumer behaviour and to sparkle innovation in the creation process. With an excellence based on comprehensive research, innovative tools, personalized services, proprietary in-house creations as well as an international multi-sector client base, Style-Vision is set apart to lead in the field of qualitative consumer insight.

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