

arab luxury world

the conference on the business
of luxury in the middle east



GLOBAL STUDENT COMPETITION ON LUXURY, FASHION & DESIGN MAY 8 - 9, 2018 DUBAI

BACKGROUND

Every year Dubai hosts a conference on the business of luxury, the arab luxury world. The aim of the two-day conference is to bring together professionals of the luxury industry under one roof. With more than 50 sessions, 80 panelists and 600 participants spanning two days, arab luxury world's mission is to encourage conversation: to allow people to openly exchange, interact and learn from each other.

The next edition of **arab luxury world** will take place on **May 8 - 9, 2018 in Dubai, UAE**. The conference organises global writing competition, seeking papers on the future of luxury written by students from around the world.

CONCEPT

The whole luxury and fashion industry is at the crossroads of consumers, products, brands and markets. What is shaping the "new" consumers and what are they expecting from luxury brands? What is the new definition of luxury consumption? What do brands need to change to adapt to this new reality? The 2018 conference looks into this impact. We invite students from Europe, Middle East, Asia and America to share their views on the "new" challenges facing the luxury and fashion industry in defining the new product, the new ways of communications, the new luxury and the new consumers as well as their behaviour.

Students entering the competition can choose any of the following topics:

- The millennial luxury retail customer journey and the required experience
- Transitioning from old to new or playing on both boomers and millennials - the challenges and strategies needed to survive
- The new luxury consumer and the products and brands that will emerge as winners
- The future of luxury retail in the era of digital, new retail concept stores and the importance of experience over things
- The rise of sustainability and opportunities for targeting millennials with new luxury brands and overhaul of old business model
- From jumping the tech curve to becoming world leaders in mobile usage and payment gateways, what impact does that have on the luxury market and what can the world learn from China?

CRITERIA

The papers once submitted will be evaluated by a jury of professors and industry experts. Five (5) chosen finalists will be flown to Dubai along with one faculty member from the selected school to participate in the final round of the competition. The final round will take place on **May 7**. Each of the finalists will present his/her research to the jury. The winner will be announced on **May 9**. Travel and accommodation costs for the student and professor will be taken care of by the conference organizers.

PROCESS

Completed manuscripts including the Abstract and About the Author must be received by **12:00pm local time in Dubai on Wednesday, April 4, 2018**.

The manuscript must be sent by email to the below addresses.
• neena@mediaquestcorp.com

Only Five (5) Students are allowed to participate per school. Students may submit only one manuscript for consideration and it can be an individual or group entry. The Five (5) finalists will present their findings to the panel on **May 7** in Dubai. The format for the final evaluation will be in PowerPoint using the modified PechaKucha format (no more than 30 slides for no more than 30 seconds each), followed by questions from the panel.

GLOBAL STUDENT COMPETITION WIN A TRIP TO DUBAI

SUBMISSIONS

- Manuscript Deadline: On or before Wednesday, April 4, 2018.
- Content: 2,000 (minimum) - 10,000 (maximum) words, with moderate use of subheadings
- References: 1 - 2 pages: single-spaced entries
- 2 (maximum) tables, figures, or graphs in black and white
- Style: 6th version APA modified format in 11pt Garamond single-spaced
- The paper must be written in the English language and in the third person
- Picture: Professional head shot with permission to reprint (size: jpg and at least 300dpi pixel)
- Documents must be provided in MSWord, Excel, etc., and not in pdf format
- By submitting a paper, the writer agrees to its publication by the arab luxury world conference, and its use and distribution to media, participants, and other relevant parties
- Students could also submit a visual trend board (A3) digital

Manuscript. The writer is expected to develop ideas and suggestions on the subject, backed by properly formatted citations and references of peer-reviewed journals, published books, current media, and other primary sources. The goal is to establish yourself as a thought leader in this field, where your writing describes and justifies your conclusions. Tell your reader WHY your paper is needed and HOW it answers the subject. Do not simply copy and paste from references. The goal is connecting with your reader. Writing shall be original and devoid of plagiarism. Students are encouraged to consult www.CitationMachine.net, www.APA.org, or other resources for help in drafting a professional paper.

SUBJECT

What is shaping the "new" consumers and what are they expecting from luxury brands? What is the new definition of luxury consumption? What do brands need to change to adapt to this new reality? The 2018 arab luxury world conference looks into this impact. Students should focus on the «new» challenges facing the luxury and fashion industry in defining the new product, the new ways of communications, the new luxury and the new consumers as well as their behaviour. The papers will serve as an adjunct to the discussions and debates over the two-day conference.

Abstract. The writer will provide a well-written 250-word summary of the full paper.

About the Author. The writer will provide a short, 200-word background of themselves.

WHO CAN ENTER ?

The competition is open to undergraduate and graduate students and recent graduates who earned their degrees in 2015 or after. Students should hold degrees in or be studying Management, Marketing, Design, or Fashion.