



Department of Marketing

香港城市大學
City University of Hong Kong

Sales and Marketing Consulting Unit (SMCU) Seminar

Luxury in the 'texts of our times'

Luxury has always been defined by its properties of exclusivity, uniqueness, high quality, and limited access. Semantically, these properties are bound together as a privilege for the very few that can afford it. Over time, luxury has evolved and adapted to society, with communication playing a pivotal role in crafting its aura.

The seminar will provide an overview of the evolution of the concept of luxury and its presence in our lives through studies across different fields. The flash talks by the Consul General of Italy in Hong Kong and CityU Faculty Members will be accompanied by a conversation with Mr Ivan Perra, General Manager, Moschino Asia.

Date: 10 March 2022
Time: 5:00-6:30 PM HKT
Venue: Online

Welcoming remarks by

Prof Yanzhi LI

Head of the Department of Marketing,
& Advisory Board Member of the SMCU

Flash talks by

Mr Clemente CONTESTABILE

Consul General of Italy in Hong Kong

Dr Simon HARRISON

Assistant Professor
Department of English

Prof Fui Hoon "Fiona" NAH

Professor
Department of Media & Communication

Register here*



Dr Esterina NERVINO

Assistant Professor
Department of English,
Department of Marketing,
& Associate Director of the SMCU

Dr Yong Chin TAN

Assistant Professor
Department of Marketing, &
Member of the SMCU

In conversation with

Mr Ivan PERRA

General Manager, Moschino Asia

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Italy
is simply
extraordinary: be

