

# Book Release "Omni-personal Luxury: How to Transform your Luxury Business for the Digital Age"

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MUNICH, December 22nd, 2021 – Personalisation has been always at the center of luxury experiences. Monsieur Cartier or Mademoiselle Chanel knew their clients by heart - remembering their names, individual style, and preferences. However, that was still before the democratization of luxury and the internet.

Today, the luxury audience significantly increased, and technology is becoming a serious partner to satisfy the exclusive needs of the industry. Brick and click are no longer in contradiction to each other and physical and digital experiences melt into phygital. Moreover, the digital transformation unlocks personalised experiences at scale, but it also calls for a new model and strategy as the future is omni-personal:

*“Omni-personal goes beyond omni-channel. Omni-personal is about relevant and individual experiences. It is about at scale relationship-building between a brand and its customers”.*

The book *Omni-personal luxury* takes the reader on an inspiring and entertaining journey through the ambivalent relationship of luxury with digital and introduces an innovative model and strategy to act truly customer-centric in a phygital world.

## About the Authors

*Rebecca Schmitt* is a Digital Transformation Manager at a global consulting firm with a focus on digital transformation in the luxury industry. She started her career at Amazon and worked as an independent digital consultant before she moved back into the corporate world.

*Arnaud Rossi* is Managing Director at a global consulting firm and Lead of Luxury with 20+ years of international experiences in large and complex transformation programs such as: Global ERP, SFA / CRM implementation, Operating Model transformation, Shared Service Organisation implementation.

*Albert Bensoussan* is experienced CEO with a proven track record in managing brands and organizations in the luxury goods and jewelry industry with a track record including the conglomerates Richemont, Kering and LVMH. He is Vice Chairman of a listed company.

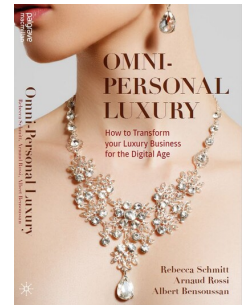
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