

are pleased to invite you
to the presentation of the study

Luxury Consumer Insight 2008

followed by

MAFED ALUMNI GALA

on Thursday, December 11th, 2008 at 7:00 p.m.

Palazzo Bocconi

Corso Venezia, 48 - Milan

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I will participate

I will not participate

This invitation is strictly personal

Program

6:45pm - Guests welcome at Palazzo Bocconi

7:00pm - Welcome remarks: Armando Branchini, Executive Director of Altagamma
Stefania Saviolo, MAFED Director

7:15pm - Presentation of the *Luxury Consumer Insight MAFED - Altagamma*

Introduction by Stefania Saviolo, MAFED Director

Presentation of the Consumer Insight Research: MAFED Field Project Team

Closing remarks by Francesco di Lauro, Altagamma

8:00pm - How we see the world of fashion and design a few years after MAFED:

Cristopher Foeringer (MAFED 2005)

Martha Nieto (MAFED 2005)

Kuni Kosuge (MAFED 2005)

Silvia Berretti (MAFED 2005)

Puma International (London)

Valentino Fashion Group (Milan)

Giorgio Armani (Milan)

Guess Europe (Lugano)

8:45pm - MAFED Alumni Gala

The Insight is a research carried out each year by MAFED students aimed at studying the perception of luxury and the evolution of luxury goods consumptions on specific international markets. The Insight 2008 is concentrated on Italy, US and China.