

ÉQUITÉ



From Conventional to Exceptional

How can you create an impact in luxury in times of rapid and relentless change?

Dr. Daniel Langer

CEO of Équité

Executive Professor of Luxury, Pepperdine & NYU

Top 5 Global Luxury Key Opinion Leader



Équité - global leader in extreme value creation

We create extreme value to luxury, lifestyle, hospitality, and consumer brands across various industries, including products and services, and ranging from established market leaders to new startups, globally.

Our approach to brand positioning, cultural capital, strategy, messaging, pricing, and creating desirable experiences sets us apart. We aim for maximum differentiation to allow for disruption.

Our reputation as a leader in competence, innovation, and technology solidifies our trust with some of the **world's most iconic brands.**



Prof. Dr. Daniel Langer

CEO of Équité

Executive Professor of Luxury Strategy
Pepperdine University in Malibu, California & NYU, New York

Top 5 Global Luxury Key Opinion Leader*

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*Source: Netbase Quid - quantitative study on influence and impact

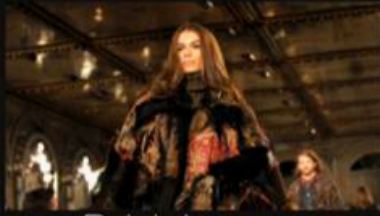
Shaping the future of premium and luxury brands worldwide



“Having worked with Daniel for many years and knowing his expertise in Luxury and Brand Equity, every brand will be in good hands with Équité.”

– Pietro Beccari, CEO Louis Vuitton & Executive Board Member of LVMH

Trusted by the world's most iconic brands in luxury



Ralph Lauren



Porsche



Ferrari



Gaggenau



Pernod-Ricard



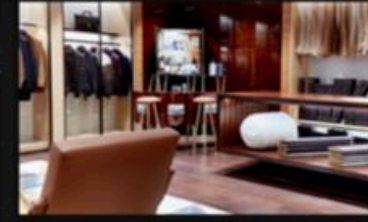
Sotheby's



Canada Goose



Maserati



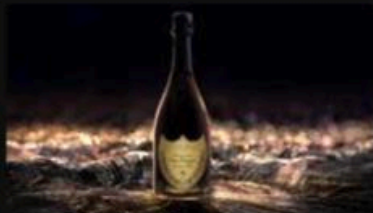
Zegna



Raffles & Fairmont



Mercedes-Benz



Moët-Hennessy



Sofitel



Pininfarina



Richemont

Top 5 global luxury key opinion leader

Forbes

The New York Times

The Economist

FINANCIAL TIMES

BUSINESS INSIDER

THE WALL STREET JOURNAL.

TatlerAsia

Robb Report

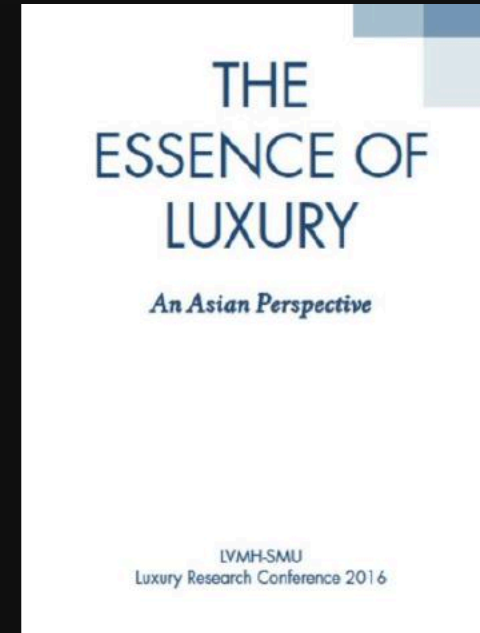
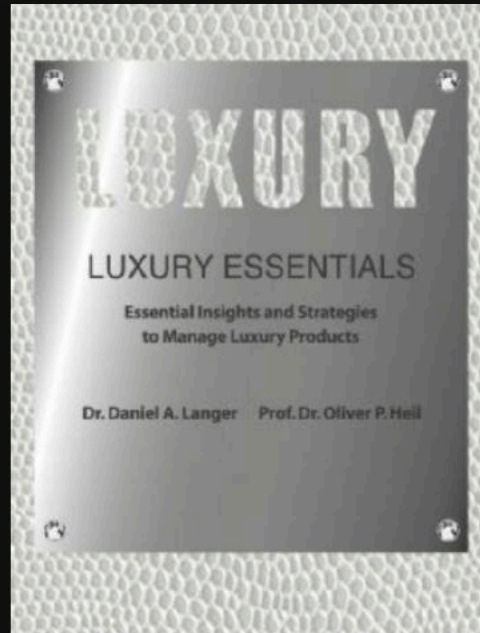
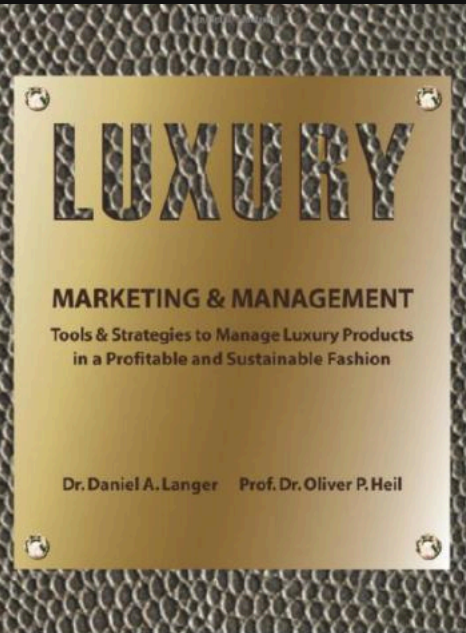
Bloomberg

VOGUE BUSINESS

精日传媒 **Jing Daily**



Thought leadership in luxury

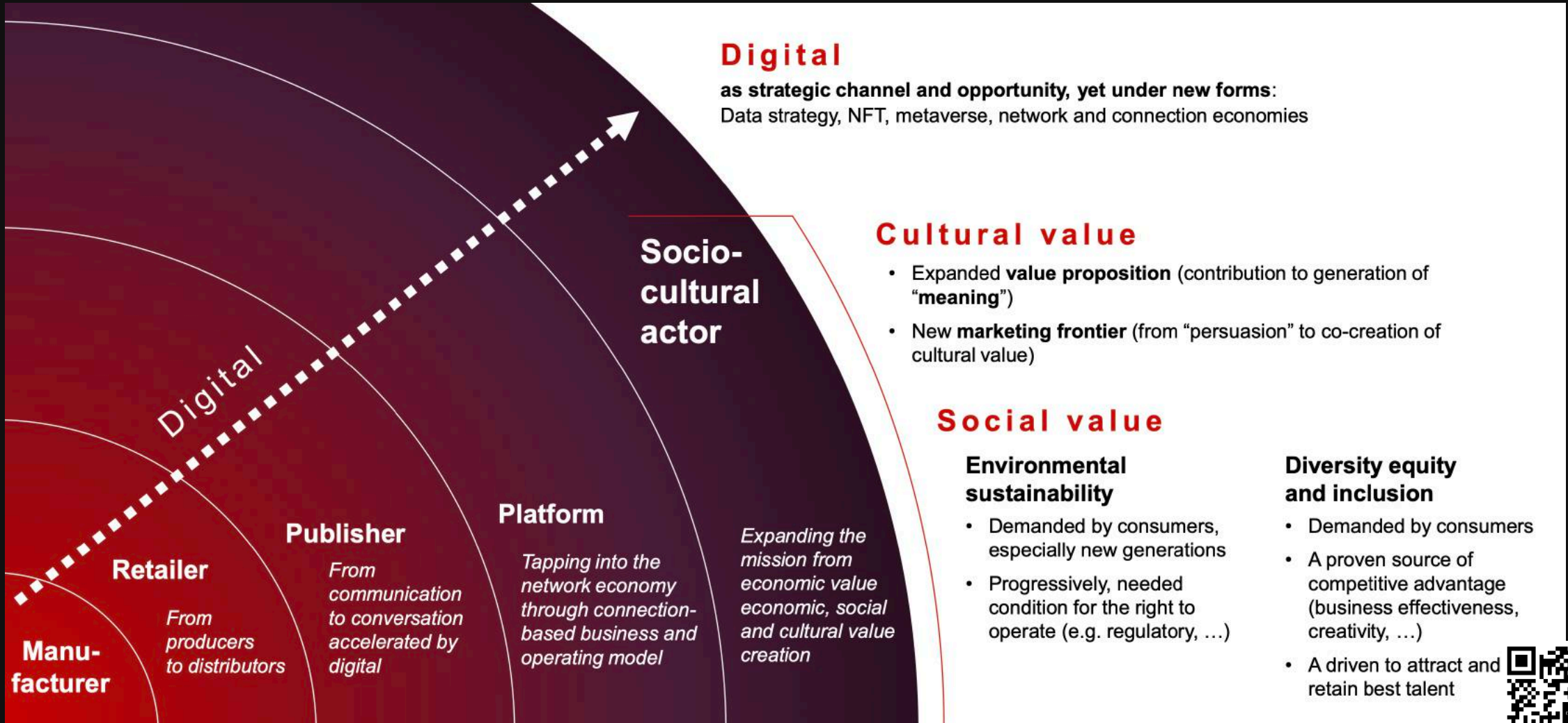


Dream

Selling a "dream" is not enough



Brands morph from producers to cultural actors fueled by a new generation of clients changing luxury like never before





How emotionally captivating are your stories and experiences?



Four critical strategies to create the extraordinary

Brand storytelling

Client experience

Rigorous Team training

Inspire, wow, and surprise



Four building blocks to create the extraordinary

1 - Brand storytelling

Brand A

"Quality"

Brand B

"Craftsmanship"

Brand C

"Expertise"



Four building blocks to to create the extraordinary

1 - Brand storytelling

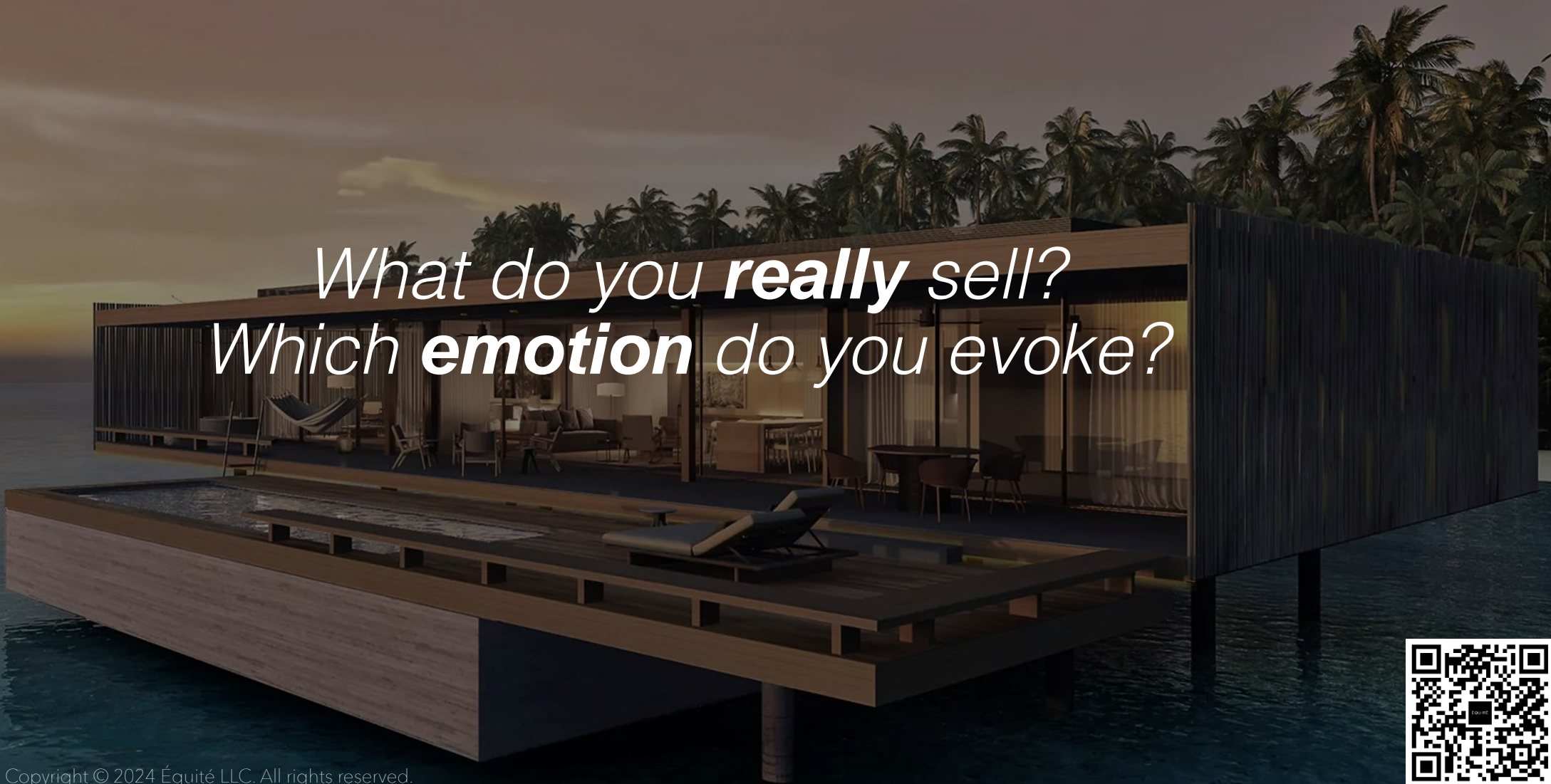
***When we don't understand the story,
we perceive no value***



Four building blocks to create the extraordinary

1 - Brand storytelling

*What do you **really** sell?
Which **emotion** do you evoke?*



Four building blocks to to create the extraordinary
2 - Client Experience

Arrogance is never luxurious



Four building blocks to to create the extraordinary

3 - Your team's impact

*Your team is responsible for the
emotional response of the client*



Four building blocks to to create the extraordinary

4 - Inspire, wow, and surprise

*What are you doing to make clients **feel special**?*
*What are you doing to “**wow**” your clients?*



Four critical strategies to create the extraordinary

Brand storytelling

Client experience

Rigorous Team training

Inspire, wow, and surprise



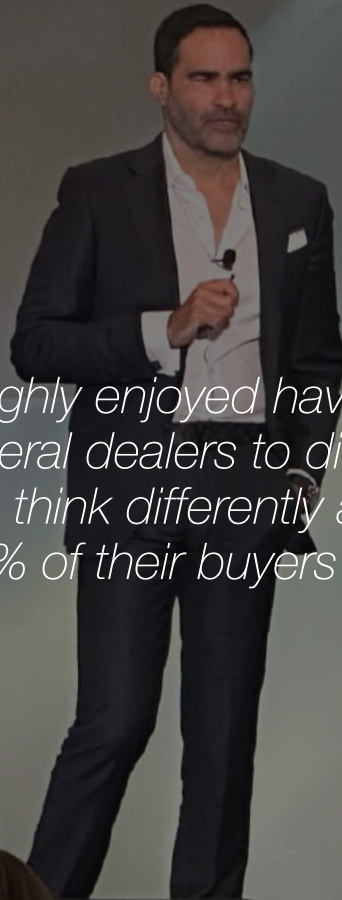
Are you ready?

Luxury

THINK - BUILD - ENGINEER - CLARIFY
GET ACROSS THE BOARD




Testimonials



“Your presentation was fabulous and I thoroughly enjoyed having you present to our dealers. I have heard from several dealers to discuss follow up points. This proves you made them think differently and that was the point. Most still can’t believe 20% of their buyers should be age 25 and under.”

*Monique Harrison, Head of Brand Marketing,
Mercedes-Benz*

Testimonials

A man in a dark suit and light shirt is standing on a stage, speaking into a microphone. Behind him is a large white screen with the word 'REALM' in large, bold, grey letters. The stage is lit with warm yellow and orange lights. The background is a dark curtain.

REALM

“Throughout his presentation Dr. Langer brought expertise and acumen commensurate with his reputation as a luxury thought leader. Even more important, he provided actionable insights that will be transformational to our members and their businesses. As we continue to navigate one of the most dynamic environments in the history of the luxury, the knowledge that Dr. Langer offers is invaluable to any business seeking sustainability and relevance for future generations..”

*Julie Faupel
CEO/Founder, REALM*

“Never has a speaker so quickly and profoundly altered my perceptions.”

*Bob Pennypacker
Global Top Real Estate Broker and REALM Member*

Testimonials

"You have the ability to fuse research credibility into meaningful and actionable business insights. Your delivery was also standout, incredibly genuine."

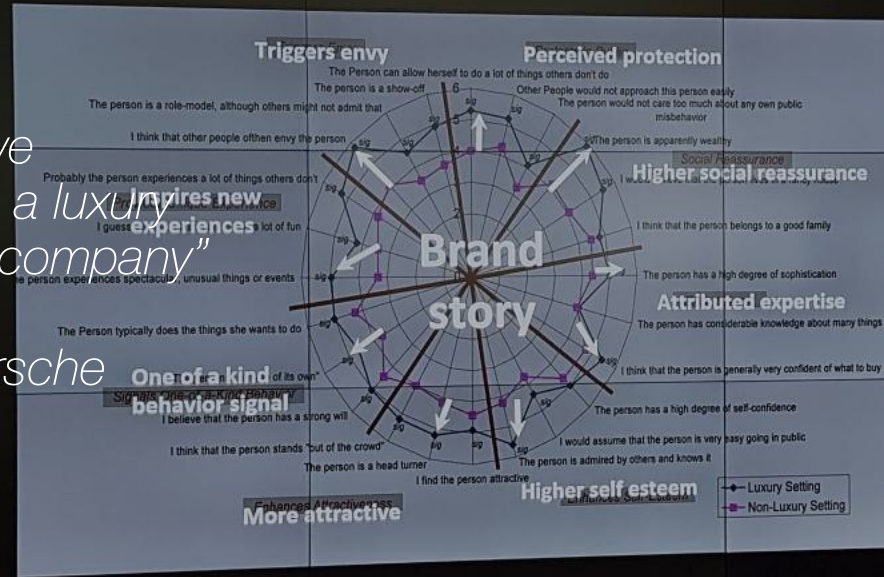
*Reno di Paoli, Global Marketing Director,
Ferrari*



Testimonials

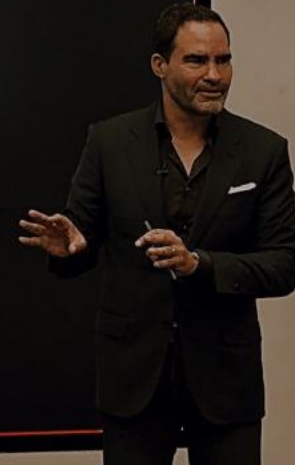
PORSCHE

What creates extreme value?



“Extremely relevant as we transition towards being a luxury brand rather than a car company”

Hannes Ruoff, CEO Porsche Asia-Pacific



Thank you.



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Équité | Extreme Value Creation
Luxury, Lifestyle & Consumer Brand Development Group

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