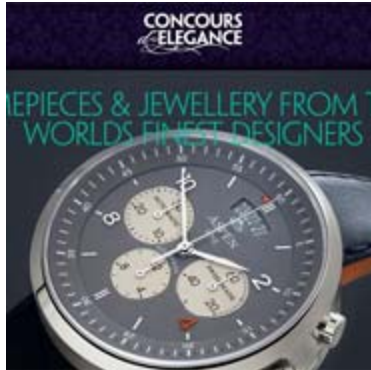


Luxury Daily

THE NEWS LEADER IN LUXURY MARKETING

Marketers flock to Concours d'Elegance for ultimate affluent consumer database

Posted By [Tricia Carr](#) On March 20, 2012 @ 3:55 am In [Apparel and accessories](#), [Arts and entertainment](#), [Automotive](#), [Events](#) / [Causes](#), [Featured](#), [Industry sectors](#), [News](#) | [No Comments](#)



^[1]High-end automakers, fashion labels, aircraft, yacht and jewelry brands are heading to Concours d'Elegance in London for the ultimate access to affluent consumers who are ready to spend.

Concours d'Elegance is a social event and shopping experience geared toward luxury consumers that exposes potential buyers to the latest innovations from the most extravagant brands in the world. The brand showcase will take place July 4-6 at The Hurlingham Club.

"Events for the affluent have become standard operating procedure for most luxury brands," said Chris Ramey, president of [Affluent Insights](#) ^[2], Miami.

"It's a lifestyle show not too dissimilar from a fashion show," he said.

Mr. Ramey is not affiliated with Concours d'Elegance, but agreed to comment as an industry expert.

Concours d'Elegance did not respond before press deadline.

Branding and its best

The three-day shopping festival will let consumers enjoy a garden party experience while shopping at The Hurlingham Club, a historical clubhouse that features 42 acres of gardens, lawns and sporting facilities.



^[3]

Luxury yacht brands will attend London's Concours d'Elegance

Visitors can get exclusive looks at new products and models from top brands.



Luxury private jet brands will attend London's Concours d'Elegance

The [Web site](#) ^[5] created for the event is a marketing tool in itself, offering picture-previews of some of the offerings expected at Concours d'Elegance.

Guests can stay up-to-date on the happenings before and during the event by following the brand on [Facebook](#) ^[6] and [Twitter](#) ^[7].

"If done successfully, the sponsors will bring in qualified buyers," Mr Ramey said.

"The key is keeping out the poseurs," he said. "None of the sponsors want to be burdened with droves of people who can't afford their products."

Although Concours d'Elegance did not reveal the brands to be attending this year, past participants include Ferrari, Veuve Clicquot and Mercedes-Benz.

An event to remember

Ticketholders will have the opportunity to attend lectures that will help them make education decisions when purchasing luxury products and have the opportunity to socialize with experts one-on-one.

The social atmosphere combined with informational speeches will keep the presentations light, keeping with the social aspect of the day, per the company.

Concours d'Elegance will be inspired by the salons of the 18th century.

Champagne will be served to ticketholders throughout the day, encouraging a social atmosphere among the brands' product presentations. Also, lunch will be served for all guests.

VIP packages are available starting at and include access to collections, a table in The Hurlingham Club, Champagne reception, full lunch, afternoon tea and a souvenir program.

Reserved tables of 10 are available from \$2,360.11.

This entitles consumers entry to the lavish ground and Concours, luxury summer barbecue, afternoon tea, fine champagne and select wines.

General admission is available at \$103.30 per person.

Ultra-luxury brands are creating high-end experiences for their consumers like this to stand out.

For example, at the Amelia Island Concours d'Elegance vintage motor car show high-end entertainment brand McIntosh Laboratory provided music through its sound systems at the Ritz Carlton, Amelia Island for attendees ([see story](#) ^[8]).

The price tag for London's Concours d'Elegance proves that the audience is primarily affluent consumers and its important to match the audience of the event with the sponsors, according to Mr. Ramey.

"It is not the number of attendees that matter," Mr. Ramey said. "The more expensive the product the more important it is to have affluent guests."