

Biography **Bruno Lavagna**

Founder of '**Be.Exclusive**'
and
Author of **Geopolitics of Luxury**



Geopolitics of luxury

40 illustrated charts
to understand the world

by **Bruno Lavagna**

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By turns an instrument of soft power, a diplomatic tool and a means of influence, luxury is an essential element of international relations.

This book covers luxury from historical, economic and political angles, covering the clichés and reality, the places, facts and numbers to understand every aspect.

Focus by zone, **challenges and outlook**: behind the dream showcase, a back compile with, **40 illustrated charts** very focused towards historical heritage, the economic power and the leadership of luxury.



ESCP Business School graduated (1987), '**Be.Exclusive**' Founder & Manager (2004), 4 spoken languages (French, English, Italian & German) **Bruno Lavagna** is an **international luxury expert** (art, yachting, fashion & accessories, fragrances & cosmetics, gastronomy, hotels & resorts, jewellery & watches , ...) and **consultant in geo-strategy and geopolitics of the luxury**.

Bruno is Guest Speaker / Lecturer in many European Business Schools in **Monaco** (International : University of Monaco - **IUM**), in

Switzerland (Hospitality Business School of Lausanne (**EHL**), **Glion** Institute for Higher Education,) in **France** (Institut français de la Mode - **IFM**, Ecole **Ducasse** Paris, **Essec** Business School) and in **Italy** (**Bocconi** Milano) and also as Private Speaker (**Cercle Richelieu** – Senghor de Paris, **Rencontres Gobelins** - Mobilier National-, **Société de Géographie**, **Francophonie Sportive**, **Reluxury Barnes**) ; Bruno is also very engaged in *economic, cultural, sport, environmental and humanitarian* diplomacy with some **Monaco Embassies** (Unesco, Europe, United States of America, China, India, Japan, Australia...), and also with some French & Italian Embassies.

[Executive Summary : Geopolitics of Luxury]

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