

Biography **Bruno Lavagna**

Founder of '**Be.Exclusive**'

Author of **Geopolitics of Luxury & Geopolitics of Tourism**



Geopolitics of luxury

40 illustrated charts
to understand the world

by **Bruno Lavagna**

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Translated by Nathalie Fraser

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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 & CEO (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 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** (IFM, ESSEC Business School,

Campus Alain Ducasse, SKEMA Business School, **EDHEC Business School**, NEOMA Business School, **AUDENCIA Business School**, Université **Lyon 3 Jean Moulin** Institut international de la Francophonie, Université **Panthéon Sorbonne**, Université de **Paris-Dauphine- PSL**, **Sciences Po Paris Executive Education**), in **Italy** (**Bocconi Milano**), and also as guest speaker (**Mobilier National-Rencontres des Gobelins**, Société de Géographie, **Cercle Richelieu – Senghor de Paris**, Francophonie sportive, **Reluxury Barnes Genève**, L'Eventail-**Puilaetco Quintet Bank à Bruxelles**, Edeniste neuroscientific fragrances Chez **Harrods London**)

Bruno is also very engaged throughout **Europe Middle East and Asia** in *economic, cultural, sport, environmental and humanitarian* diplomacy thanks to some **Monaco Embassies** (Unesco, Europe, United States of America, China, India, Japan, Australia...), and also with some French & Italian Embassies.

Member of **Les Deux Magots** strategic Committee, he is close to the owner family for her international development (Tokyo, Riyad, Sao Paolo) but also **Comptoirs Les Deux Magots**.

Bruno is publishing regularly his own mind on luxury in **Journal du Luxe**, **Conflits** or **Luxus Magazine**. **Radio Classique** is often interviewing him assiduously.

[Executive Summary : Geopolitics of Luxury]

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