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University of Brighton

Brighton Business School

BEYOND BLING:

THE ROLE OF CONSPICUOUS CONSUMPTION IN TODAY'S SOCIETY

6 November 2012, 3–5pm
Hilton Metropole, Brighton, BN1 2FU

You are warmly invited to participate in the seminar 'Beyond Bling: The role of conspicuous consumption in today's society' funded by the ESRC Festival of Social Science and hosted by Brighton Business School, University of Brighton.

The growing economic and social importance of conspicuous consumption has become a striking feature of the new consumerist societies. The supply of products and services marketed as symbols of social identity and style now represents a significant part of overall economic and commercial activity.

The seminar will bring together practitioners and researchers from sociology, business management and psychology to discuss the effect of conspicuous consumption on present day society. Seminar participants will benefit from sharing experiences with fellow practitioners and learning from cutting-edge research presentations by academics. The seminar aims to showcase the research from Brighton and will also act as a platform for future collaborations between practitioners and researchers.

Topics and speakers:

The changing face of conspicuous consumption in the UK and Middle East

Alexandra de Kerros Boudkov Orloff, CEO of Sacha Orloff Consulting Group, will draw on her own experiences to discuss ostentation among British and Arabic consumers over the past decade.

How do luxury brands promote conspicuous consumption?

Professor Christopher Moore, Glasgow Calidonian University, will discuss the conspicuous triggers used by luxury brands which influence decision making and purchase decisions among consumers.

Conspicuous consumption and value perceptions in developed and emerging markets

Dr Paurav Shukla, University of Brighton, will present his latest research on conspicuous consumption using comparative quantitative data from several developed and emerging markets.

**To confirm your attendance at this free event please email Chris Matthews:
C.R.Matthews@brighton.ac.uk**

www.brighton.ac.uk/bbs/research/esrc2012

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Speaker biographies



Alexandra de Kerros Boudkov Orloff
CEO and Founder of Sacha Orloff Consulting Group.

Prior to founding Sacha Orloff Consulting Group in 2005, she was Managing Director of de Grisogono and part of Senior Management at Groupe Horloger Breguet and Swatch Group; GM of the International Television and Symposium Exhibition in Switzerland and Japan.

With over twenty years in the luxury and retail industry, Alexandra brings a wealth of expertise to brand development strategy; restructuration; investments and acquisitions, and, operational performance. Sacha Orloff Consulting Group is one of the sole consulting companies whose core expertise operates in the service and retail industry, specializing in serving the high-growth potential of GCC and Middle Eastern markets. Sacha Orloff Consulting Group works alongside leading businesses to develop and implement customized solutions, considering technology, innovation, trends and timing that address today's challenges and tomorrow's opportunities.



Professor Christopher Moore
Vice Dean of the Glasgow Caledonian Business School.

Prior to his appointment at GCU, Professor Moore was Chair in Marketing and Head of the Department of Management at Heriot Watt University, Edinburgh. Professor Moore has held visiting Professorial appointments at a number of Universities, including the Universities of Manchester, Surrey, Northumbria and Robert Gordon in Aberdeen.

A graduate of the Universities of Glasgow and Stirling, his doctoral research was in the area of international fashion brand marketing. His current research interests include retailer internationalisation; luxury brand marketing and trends and developments in youth consumption. Professor Moore has provided consulting and commissioned research services to a wide range of retailers, financial service institutions, media companies and other consumer-facing organisations in the areas of brand management, marketing strategy and consumer intelligence management.



Dr. Paurav Shukla
Reader in Marketing at the University of Brighton Business School.

He possesses wide range of industry and academic experience from middle to senior level in healthcare and media industries. He has been delivering corporate training, teaching and consulting assignments for various organizations in the Europe, Asia and North Africa. Paurav has been involved with various EU funded research projects involving several nations from EU and Asia. He is associated with several academic institutions and corporate organizations including not for profit organizations in the capacity of advisor and board of directors.

His research interests include cross-cultural consumer behaviour, luxury marketing and branding, consumption experiences and marketing issues in emerging markets. He has published on these topics in a wide range of outlets including top peer reviewed journals, international conferences and main stream media including the Woman's Wear Daily, Business Week, Luxury Society, and National Post of Canada among others.

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