

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**

Collection « Géopolitique »
IRIS & Eyrolles, directed by Pascal Boniface
Translated by Nathalie Fraser

publication in

French **November 2021**

English **September 2023**

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.

NEW PUBLICATION: spring 2026 **Geopolitics of tourism**

[Executive Summary : Geopolitics of Luxury]

Part I - The 10 main highlights

- Chart 1 The global view : is there a « universal » luxury ?
- Chart 2 The new silk roads : a history of luxury
- Chart 3 The Americas : the heritage of Andean and Iberic luxury
- Chart 4 The Medicis : the humus of luxury« Made by Italians »
- Chart 5 United Kingdom : The Commonwealth and the inimitable luxury
- Chart 6 France : imaginative conquering luxury
- Chart 7 Middle East : new « Mecca » of luxury ?
- Chart 8 The fascination with India : incredible luxury
- Chart 9 African roots, authentic and singular luxury
- Chart 10 The land of rising sun : raffined and minimalist luxury

Part II - The 10 main challenges

- Chart 11 Climat change : responsible luxury
- Chart 12 Energy transition : ecofriendly luxury
- Chart 13 Digital transition : « phygital » luxury
- Chart 14 The power of youth : disruptive luxury
- Chart 15 Sanitary transition / health : the pandemic and luxury as security
- Chart 16 Social shifts : egotistical or united luxury ?
- Chart 17 Counterfeits : the source of luxury
- Chart 18 The end of the Western monopoly : the emergence of Asia
- Chart 19 Social networks : the luxury of influence
- Chart 20 Ethnic diversity : committed luxury

Part III - The 10 main key issues

- Chart 21 Sustainable developpement : pioneering luxury
- Chart 22 Government and luxury : hybrid yet inclusive
- Chart 23 Diplomacy and luxury : the boldness of « soft power »
- Chart 24 International institutions : luxury to federate and unite
- Chart 25 Women : emancipated luxury
- Chart 26 Culture : peaceful and aspirational luxury
- Chart 27 Sport : the arena of luxury
- Chart 28 Travel retail, « the 6th continent » of luxury
- Chart 29 Religion : sacred luxury
- Chart 30 Space race : cosmic luxury

Part IV - The 10 main methods of influence

- Chart 31 Philanthropy : charitable luxury
- Chart 32 Travel & borders : luxury as identification
- Chart 33 Sovereignty : patriotic luxury
- Chart 34 Artificial intelligence : luxury's eldorado ?
- Chart 35 Gastronomy : gourmet luxury and « art of living »
- Chart 36 Musique : harmonious luxury
- Chart 37 Small states and luxury : quiet diplomacy, high attractivity
- Chart 38 Education & research : transmitting luxury
- Chart 39 Architecture : patrimonial luxury
- Chart 40 Space and time : the 5 « s » / go slow, stay small, be smart, sustainable and safe