



**ASIA SOCIETY KOREA CENTER
and
THE ITALIAN CHAMBER OF COMMERCE IN KOREA
are pleased to present:**



A Panel Discussion

The Luxury Craze: Understanding the Korean Consumer's Inner Motives

Panelists

Giuseppe Cavallo, Country Manager, TOD'S Korea

Henry Shinn, Presenter, tbs eFM

Sophie Park, Merchandising Team Leader, Lotte Duty Free

12 noon, Tuesday, October 15, 2013

Lotte Hotel Seoul, Belle Vue Suite, 36th Floor

RSVP by Friday, October 11, 2013

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Non-members 50,000 won

Embassy/Press 20,000 won

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