

Marie-France Pochna

Leading Authority on the Luxury Goods Industry

CSA CELEBRITY SPEAKERS

Marie-France Pochna is a luxury industry watcher and authority on the power of innovation that drives this multi-billion dollar industry.An award winning author, Marie-France has also written biographies on several of the fashion industry's key players.She teaches an MBA course in luxury brands at ESSEC, the leading French business school in Paris and at the London College of Fashion as well as Cass University.

"Ms. Pochna brings to her subject a reporter's doggedness and a mechanic's knack for assembling a whole from parts" - New York Times

In detail

Born and educated in France, Marie-France obtained a law degree from Paris University and became a member of the Paris Bar. She subsequently joined the international law firm, Coudert Brothers, working both in Paris and New York.

What she offers you

She has become an acclaimed guest lecturer analysing creative methods that have established the luxury industry as the forerunner of our global consumer culture. Her speeches investigate the power and the prestige of the global luxury industry and its impact on society and the economy.

How she presents

An enchanting and eloquent speaker, Marie-France always captivates audiences with her in-depth knowledge and well-informed opinions.

Topics

The Lessons to be Learned in Management Thinking from the Luxury Goods Industry -Specifically as Consumerism is More and More Subjective and Emotional

The Power of Innovation

From the Elite to the Global Market

The Luxury Conglomerate

Languages

Marie-France presents in French and English

Want to know more?

Give us a call or send us an e-mail to find out exactly what she could bring to your event.

How to book her?

Simply phone, fax or e-mail us.

Publications

2008

Christian Dior: The Biography

2005

Dior (Memoire)

1996

Dior, Collection Fashion MemoirPaul Ricard

1994

Christian Dior: the Universe of Fashion

1989

Irresistible Agnelli

1988

Nina Ricci

1980

Bonjour Mr. Boussac