



The Evolution of Luxury: Panelist Biographies

Anne Lise Kjaer, Futurist, Founder and CEO, Kjaer Global

Anne Lise Kjaer is a leading global futurist. She delivers out-of-the-box thinking and is a sought after inspirational speaker. Kjaer works with some of the world's leading brands including Accenture, ABB, BMW, Daimler Chrysler, FIA, Fiskars Group, Nokia, Fritz Hansen, Herman Miller, IKEA, O2, PriceWaterhouseCooper, Sony, Unilever, Toyota, McKinsey and Volvo Cars.

She has an exceptional eye for 'the next big thing' and an original and inspiring way of translating fledgling concepts into viable commercial propositions. 'The future is not some place we go, but one we create.'



The Financial Times wrote: "Her unique world vision is as fertile as Dali's only she creates social prototypes...based on nascent trends." In particular she facilitates a new understanding for consumer of the future, she says: 'If the challenge is to create clarity out of complexity then that means getting to know - and identify with - your customers. Only then can you understand what they will want from you.'

Anne Lise's career began in Denmark, where she founded Kjaer Global in 1988. Initially specialised in forecasting for the design industries Kjaer worked in Hamburg and Paris before choosing London as her global base in 1992. The company focus had already broadened to strategic corporate futures and she began working with leading brands. Today Kjaer Global's client base numbers over 200 international corporations. Despite her global vision, Kjaer retains strong links with her home country, where she is regarded as a leading commentator. She is a Copenhagen Goodwill Ambassador and an MD of the Danish/UK Chamber of Commerce.

Piers Fawkes. Founder & President, PSFK

For almost a decade, Piers has steered the content direction of the daily news site PSFK.com so that today it is read by 1.5 million creative professionals. In that time, he has driven thought leadership into health, retail, marketing and other key sectors with a series of provocative '[Future Of](#)' reports and the hosting of insightful events where he brings to stage the next generation of change makers.

With his team at PSFK Labs, Piers has provided product and marketing strategy advice to the world's leading brands including Apple, BMW, Google and Target. Piers is often called to give his point of view through leading media publications such as BBC, Bloomberg, New York Times, Wall Street Journal.



Anna Nash, Head of Communications, Aman Resorts

Anna Nash has spent more than 15 years in the hotel luxury hospitality industry working with some of the finest hotels, brands and travel experiences in the world. Currently, as the Head of Communications for Aman, Anna oversees all brand communications and public relations initiatives for the company. As a core part of the team gently coercing Aman forward, Anna oversees the strategic direction for global media outreach, all the while focused on protecting and nurturing the Aman brand. With resorts in China, Japan, India, Indonesia, Sri Lanka, Vietnam, Thailand, Laos, Vietnam, Bhutan and the Philippines, Anna has a deep understanding for the Asian markets and luxury perceptions outside of Europe and the US.



Prior to Aman, Anna enjoyed an eighteen-month stint as Director of Communications at Rosewood London, where she spearheaded the launch of the property, the group's flagship international outpost described by the media as 'one of the capital's most successful launches in decades'. That followed more than a decade at Orient-Express (now Belmond), where Anna travelled extensively, directed the activities of more than a dozen global PR agencies, and cultivated close relationships with leading editors and journalists in key international markets, in her role as Director of Public Relations.

A native of Devon, Anna graduated with First Class Honours from the University of Gloucester; she is married and enjoys outdoor pursuits including golf, tennis and the occasional half marathon. She lives in Central London.

Aaron Simpson, Group Chairman and Founder, Quintessentially

Aaron Simpson is a co-founder and Group Executive Chairman of Quintessentially. Having graduated from Oxford University, Aaron enjoyed an illustrious career in film production, initially working for Scala and Rocket Pictures and then establishing his own production company, Flashlight Films. Aaron is an instrumental figure in the Quintessentially Foundation, an organisation dedicated to supporting charities around the globe. His strong entrepreneurial edge has been the driving force in establishing Quintessentially as a truly global, influential British brand with physical offices in over 65 cities worldwide.



Aaron is the Group Executive Chairman of over 32 companies, which have grown to become a portfolio of businesses that cover every facet of luxury lifestyle with an ever-expanding presence around the globe. Aaron is an advisor and board member to several private businesses, including board member of The Entrepreneurs Exchange, board member of Wordeo Ltd, Non-Executive Director of The Moon Ltd - a 3D, 365 Virtual World, Non-Executive Director of Idris Ltd - an investment fund for entrepreneurial ideas, as well as a number of other privately owned businesses. Aaron is married, and lives with his wife in London, Los Angeles and Ibiza.

Guy Salter, Chairman, London Craft Week and Deputy Chairman, Walpole

Guy Salter is a luxury investor & retailer. He represents the British Luxury Industry, the GREAT Campaign and initiatives supporting craftsmanship and small business.

His entry into the luxury industry came with his appointment as Managing Director of Laurent-Perrier Champagne, He later became CEO of the Asprey Group, Britain's oldest luxury business, which he radically reshaped and turned it back into profit. Guy was also CEO of Garrard, the Crown Jeweler. Later, when an opportunity came to acquire Tanner Krolle, the English luxury leather accessories business from the Chanel Group, he put together a group of investors, bought it, built up the business and subsequently sold it. He has gradually moved into the investment side of the industry, and he is now an active investor in a small number of luxury-related, retail & technology businesses in the UK and US. These include Monica Vinader, Nyetimber, BazaarVoice, 14BikeCo, LVCC, Trunk and Linde Werdelin.



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Guy's pro bono work includes fifteen years leading Walpole, which represents the British luxury industry. Seven years ago he founded Crafted, a mentorship programme to provide commercial advice to outstanding craftsmen. In addition, he is Vice Chairman of the GREAT Private Sector Council, the UK Prime Minister's business advisory group which supports the British Government's GREAT campaign and Chairman of the GREAT Festivals of Creativity. He is also on the Diplomatic Excellence External Panel of the FCO and in May 2015 founded London Craft Week.

Robin Page, Vice President Interior Design, Volvo Cars

Born in Coventry, the capital of the car industry in England, Robin Page started his career as a Design Engineer Apprentice at Jaguar Cars Ltd. He studied both engineering and fine art in order to fulfil his boyhood dream to study at Coventry University and complete a BA(hons) degree in Transport Design.

In 1995 he started work at Rolls-Royce and Bentley as a designer mainly creating one-off designs for individual wealthy costumers around the world. After the takeover of Bentley by the VW Group in 1998, Robin competed for the interior of the new Continental GT and won the design. By 2001 he had shown his talent as a designer and was promoted to Head of Interior Design for Bentley. He then penned the design of the Continental GTC, Flying Spur and the interior for the State Limousine for Queen Elizabeth II.



Robin design managed the interiors for the Bentley Mulsanne range and the 2nd generation Continental range. With the success of the design of the new Bentley Flying Spur, he was asked by VW group to design the future Bugatti Interiors (2011-2012).

In 2013 Robin Page accepted a new challenge offered to him by Volvo Cars Corporation to help fulfill their future vision of the company to achieve a more premium feel in their interior design. He led the interior design team in the creation of the award winning trio of concept cars and the final creation of the New XC90, which has already symbolized a large step forward for a more premium feel for the future range of Volvo interiors.

Robin Page is now the Vice President of Interior Design Volvo Cars and has moved to Gothenburg, Sweden with his wife and daughter.