

LUXURY COMMUNICATION AND MADWEEK MARKETING UP FOR INTERNATIONAL PARTNERSHIP

Luxury Communication and Madweek Marketing to become strategic partners

Luxury Communication, the leading French communication, branding, digital marketing and event management company for the upscale and luxury industry, and Madweek Marketing, Miami-based consultants specializing in the areas of hospitality, gaming, nightlife and entertainment marketing, branding and PR, have officially become strategic international partners to extend their respective and common specialties across the Atlantic.

After having focused its operations on the EMEA market, Luxury Communication has realized that its pan European approach to business cases can be beneficial to north American customers, but also a plus for domestic corporations willing to host events or establish a marketing presence in America. Madweek Marketing having the same philosophy in mind for its market, the newly established partnership was a natural move.

Gerald Lampaert, Founder and President of Luxury Communication states: “By joining forces with Madweek Marketing, Luxury Communication will bring its European expertise and a flavor of French luxury approach to the north American market when it comes to communicate about or organize events for north American customers with a need in Europe. Additionally, Luxury Communication will benefit Madweek Marketing’s expertise in some of the United States of America’s most relevant cities, like New York, Washington DC, Nashville, Miami, Las Vegas, Los Angeles and San Francisco. I am thrilled about this partnership and I trust that together we will learn and increase our marketing power on a wider geographic level.”

Madeleine Goldman, Founder and Owner of Madweek Marketing states: “It is important to have a European partner at a time when clients are most inclined to expand their services globally. Luxury Communication has the right combination of knowledge, experience and connections to dominate the European markets they service.”

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Note for editors:

Gérald Lampaert, Founder & President of Luxury Communication is available upon request. For further information, high-resolution images and interviews please contact:

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About Luxury Communication www.luxurycommunication.com

Luxury Communication is specialized in providing services to the luxury industry. The company offers media communication, PR, branding, digital marketing and upscale event management. With its flexibility for global operations, Luxury Communication provides unparalleled resources to companies worldwide. The company has a focused approach to building strategic branding, communication and events projects through to successful implementation and management.

About Madweek Marketing www.madweekmarketing.com

Madweek Marketing is a full service consulting agency specializing in the areas of hospitality, gaming, nightlife and entertainment marketing, branding and PR. The purpose of Madweek Marketing is to make customers successful by looking at every client as a partnership with one goal in mind: results and hitting a home run every time.

TAGS: #PressRelease #LuxuryCommunication #MadweekMarketing #New #International #Partnership