

# IS HERMÈS A LUXURY BRAND?

## COMPANY PRESENTATION AND Q&A

An IE Business School event that will aim to provide insight on a targeted company through exploring industry trends, discussing corporate strategy and business positioning. IE students will benefit from gaining a deeper understanding of the issues, challenges and opportunities faced by a specific business of sector interest and will have the opportunity to engage with the company through both a Q & A discussion and networking.

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### DATE & LOCATION:

**Wednesday March 25, 2015**

**19h00 – 21h00**

**Calle Serrano 105, Madrid**

*\*Co-Hosted by IE BUSINESS SCHOOL's IE France Club and IE Luxury Club*

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### AGENDA:

- 7:00** Welcome and Acknowledgments  
Introduction of guests
- 7:10** Presentation from Hermès Ibérica Managing Director Eric Grellety Bosviel
- 7:25** Interview of company (scripted questions; moderated by Maria Eugenia Girón)
- 7:45** Questions and Answers (non-scripted; open to audience)
- 8:00** Closing Remarks and Thank Yous
- 8:05** Cocktail and Networking

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### SCRIPTED QUESTIONS:

To be confirmed

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**SPEAKER BIO:**

**ERIC GRELLETY BOSVIEL**  
MANAGING DIRECTOR,  
HERMÈS IBÉRICA

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Eric Grellety Bosviel is the Managing Director of Hermès Iberica. With over 19 years of experience in the luxury goods industry, he has led and successfully operated businesses in Asia Pacific and Europe. He joined Hermès in 1999 and led international commercial development teams across the Asia Pacific region. He was the Managing Director of the watch division of Hermès (La Montre Hermès) in Asia Pacific before moving to Spain as the Managing Director for Hermès Iberica in 2009.