

## Pauline Brown

Author of *Aesthetic Intelligence* and Former Chairman of LVMH North America

**The Aesthetic Imperative.** Why are some products and companies considered “beautiful” or “cool”? What’s the difference between a million-dollar abstract painting and paint splattered on a canvas? Why do some companies experience exponential growth while others remain stagnant or even begin to decline? How can you enhance the pull of your own brand, services, products, or spaces?

As Pauline Brown explains in this eye-opening and thought-provoking presentation, aesthetics is not just a critical component of luxury goods. On the contrary, it is critical to *all* companies – even those traditionally built on other advantages, like scale, share, speed, or technological edge. Here, she touches on what questions businesses need to ask themselves to remain relevant, how to measure and evaluate what’s “cool,” how to optimize your product or brand for a modern audience, and how to tap into the value of design and style. A dynamic presentation for corporations looking to reinvent their strategy or start-ups looking to create a footprint, this talk helps groups think about that intangible “it” factor in a meaningful way that generates important conversations and leaves them with practical takeaways.

---