



ARTICLES · EVENTS

DDB FALL MARKET 2018 PREVIEW

· Rethinking Luxury One Event At a Time ·

 OCTOBER 9, 2018

The concept of luxury is nothing new, but luxury without an inherent price tag is an advanced conversation. With the world shifting to digital dependency and a yearning for personalization, people have the ability to share their living experiences and environments online constantly, prompting others to recognize their ability to edit their life and ultimately what makes them happy. Luxury doesn't seem so unattainable anymore; Luxury is what we make it.



On October 10th and 11th, the DDB 2018 Fall Market featuring the theme “Luxury: Redefined & Redesigned” will unearth all of the ways designers are discovering new forms of luxury in the seemingly mundane or unexpected, for themselves and their clients. Whether it’s a high-end dining experience or a leisurely Sunday stroll with coffee, everyone has their own ideas or practices of what makes our lives luxurious. This year’s Keynotes, hosted at Duralee, Kravet and Warp & Weft on October 10 and Style Library, Dedar and Matteo Gennari on October 11, exemplify the new look and meaning of luxury. GDG shares a sneak peek at what’s in store over the next two opulence-filled days.

Later in the day, *Interiors* Editor in Chief Erika Heet will welcome guests to the Matteo Gennari Showroom for the “Global Luxury” Closing Keynote, discussing what luxury looks like in different climates and cultures with world travelers and designers Joe Nahem, Roric Tobin, and Sandra Costa. Heet reels us back to human ideals, reminding us that Luxury is truly earthbound.



(Left) *Interiors* Erika Heet (Right) Matteo Gennari vignette.