

ARE WE READY FOR WHAT COMES NEXT?

LUXURY IS ENTERING A PERIOD OF PROFOUND REDEFINITION. TECHNOLOGY IS ACCELERATING CHANGE, NEW GENERATIONS ARE RESHAPING EXPECTATIONS, AND THE MEANING OF LUXURY ITSELF IS SHIFTING –FROM STATUS TO RELEVANCE, AUTHENTICITY AND CULTURAL CONNECTION.

IMAGES ELENA STENESS



The Future Summit by TheNewNow, taking place on 22 April 2026 in Zurich, brings together leaders from hospitality, watchmaking, finance, health and luxury retail to explore these shifts. As the evolution of the Swiss Deluxe Hotels Media Summit, the event expands the conversation beyond hospitality to the wider Swiss luxury ecosystem.

Rather than offering ready-made answers, the summit creates a space for honest dialogue and cross-industry exchange. Curated keynotes, panels and more than 100 sessions, offer fresh perspectives on communication, leadership, artificial intelligence and the future of brand relevance. For organiser Evelyn Gorgos, the idea behind TheNewNow is simple: in a rapidly evolving landscape, relevance is determined by connection. 'We are seeing a fundamental shift,' she explains. 'Luxury today is defined less by price than by meaning and authenticity. When brands lose relevance, it is rarely because of materials but because they lose emotional connection.'

Less Conference, More Working Session

The summit therefore moves away from the traditional conference format and instead offers an open programme structured around four themes Media, Business, AI and New Work allowing participants to shape their own learning journey through workshops, talks and conversations. The venue itself reflects this spirit. Hosted across the Headquarter network in Zurich, including the recently opened Artistic space with rooftop terrace, cinema and podcast studio, the one-day-event is designed to encourage encounters and collaboration.

Above Organizer Evelyn Gorgos addressing the audience at the Swiss Deluxe Hotels Media Summit 2024. Below Dr. Felicitas Morhart and Dr. Philippe Clarinval at the Swiss Deluxe Hotels Media Summit 2024 – both will also speak at the upcoming Future Summit.



IN RAPIDLY EVOLVING INDUSTRIES, STAYING CONNECTED DETERMINES RELEVANCE.



Image Headquarter



Above Fresh insights, valuable connections and new perspectives for decision-makers, creatives and innovators. Left The programme unfolds across multiple formats and spaces within the Headquarter locations at Zurich's Stockerstrasse and Beethovenstrasse.

Team Culture and the Human Aspect of Change

The Future Summit places particular emphasis on the human dimension of transformation. As artificial intelligence becomes more deeply integrated into everyday work, the importance of personal connection and leadership culture becomes even more apparent. Experts will demonstrate what AI already enables today and what may soon become possible.

At the same time, the programme deliberately integrates experiences that reconnect participants with the human side of collaboration. Claudio Del Principe, columnist and bestselling

author, will host his well-known pasta workshop as a team-building experience that celebrates the value of shared creation and craftsmanship.

The question of balance, both human and environmental, also plays a role. Topics such as mental resilience, nutrition and sustainable mobility expand the conversation beyond strategy.

Five Angles on What's Next

The summit's keynote programme reflects a deliberately diverse range of perspectives. Joe Holles de Peyer (SONMO) explores the intersection of ancient knowledge and regenerative innovation, demonstrating how purpose can move into



TICKETS

CHF 390. Capacity intentionally limited.

newnow.work

Above Materialist Swiss Edition joins as main media partner, while Louis Roederer adds a sparkling touch to the After-Show apéro. Below Content and social media expert Darya von Bergen on stage.

practical application. Prof. Dr. Felicitas Morhart (HEC Lausanne) examines luxury in the age of hyper-personalisation. Business Coach and former executive Jens Alsleben reflects on leadership through existential experience and former star photographer Oliver Rust discusses how AI is transforming creative processes and reshaping artistic identity. Finally, Sébastien Félix, founder and CEO of Influence Society, analyses the creative disruption caused by AI and the role of mindset in navigating this new reality.

Swiss Deluxe Hotels will remain closely involved as a hosting partner, ensuring a dedicated track for luxury hospitality.

Around 350 leaders and innovators are expected to attend. What they ideally take home is insight and connection: to people, ideas and concrete next steps. Or, as Headquarter CEO Anil Varghese puts it, the summit is the moment when you meet 'the right person at the right time' and something bigger than a conversation begins. «

