

# 8<sup>th</sup> Global Entrepreneurship & Business Management Summit

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## Foremost Strategist On Luxury Branding Talks Becoming An Industry Icon

### Introduction:

The rise of remote working over the last 2 years has given many people the opportunity to reevaluate their careers. Individuals are able to start their own businesses from home and it's creating all new [entrepreneurs](#). The challenge becomes how do you set yourself apart from the rest of the pack and what can you do to elevate your company to the next level. Lots of businesses are focused on making money in the mainstream model. However, with massive volume can come massive stress and consuming pressures to add more sales. According to the leading expert in luxury marketing and personal branding it's about becoming an icon. In order to break into high end markets and make more from one client than you did with 20 of them. You need to use a luxury business strategy. Make no mistake there is no shortcut here it takes time and hard work to become the best in your field. But by using Kathryn's strategies to transform entrepreneurs into icons, her clients are having incredible success. The mass-market system grows from the bottom up, whereas a luxury business model starts from the top down. They build their authority at the highest level and leverage that to extraordinary success. Through this you can control the quality and pricing. Some insanely influential businesses were developed like this including, [Virgin](#), [Disney](#), [Tesla](#), [Chanel](#), [Maserati](#), and [Gucci](#). By creating an ultra-premium customer experience there is deeper impact, greater results, and revenues.

### Biography

She is a CEO/Founder Icons Incorporated and the [Luxury Influencers Agency](#). Kathryn Porritt is the world's leading strategist in luxury marketing and branding. Featured in [Forbes](#), [Entrepreneur](#), [Vogue](#), [Authority](#), [InStyle](#), [Thrive Global](#), and on the [BBC](#), she teaches entrepreneurs to create powerful personal brands that sell to [luxury clients](#). Kathryn is also the host of the podcast Icons Incorporated and has generated some of the most maverick and fastest growing entrepreneurs in the coaching, health, spirituality, technology, and lifestyle industries.

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