



WORLD LUXURY CHAMBER OF COMMERCE

EXECUTIVE MEMBERSHIP GUIDE

Welcome to the global network of leading luxury brands

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DEAR ESTEEMED MEMBER

On behalf of the World Luxury Chamber of Commerce (WLCC), I'm thrilled to welcome you to our exclusive global network. As a member, you now join the world's leading luxury brands and professionals committed to excellence and innovation.

WLCC is here to help you connect, grow, and elevate your brand within the global luxury industry. Through our exclusive events, marketing opportunities, professional development, and industry insights, we empower you to lead and thrive in the luxury market.

This guide will introduce you to the full range of benefits you can enjoy as a member, from accessing premium resources and networking opportunities to promoting your brand globally.

We're excited to support your success throughout the year.
Welcome aboard!

Alexander Chetchikov

ALEXANDER CHETCHIKOV

PRESIDENT OF
WORLD LUXURY CHAMBER OF COMMERCE



YOUR MEMBERSHIP AT A GLANCE



Executive Membership Package – Key Benefits

Recognition & Credibility

- One-Year WLCC *Honorary* Member Status
- Official WLCC Logo Usage Rights
- Personalized Digital Membership Certificate
- Personalized Welcome Letter from the WLCC President
- Branded Social Media Announcement Pack

Marketing & Brand Exposure

- Your Logo Featured on the WLCC Homepage
- Your Logo Included in the WLCC Newsletter
- Your Profile Listed in the WLCC Member Directory
- New Member Announcement Published on the WLCC Website
- 4 articles or interviews featured on WLCC Website
- One Feature in the WLCC General Newsletter
- A 4-Page Feature in *Luxury People Magazine*
- Co-Branded Marketing Campaigns in Collaboration with WLCC

Leadership, Networking & Influence

- Receive 10 direct introductions to the WLCC community
- Members Virtual Networking Events
- Exclusive Leadership Meetings
- Online WLCC Committee Meetings
- Speaking Engagements at WLCC Business Events & Conferences
- Propose Initiatives & Shape the Focus of WLCC Future Activities

Access to Curated Luxury Content

- WLCC Industry Reports and Insights
- Industry Trends & Strategic Insights
- Exclusive Interviews with Prominent Luxury Leaders
- Expert Articles & Curated Blog Features
- Full Access to *Luxury People Magazine*
- Podcasts Featuring Influential Figures in the Luxury Industry
- Curated Reviews of Notable Luxury Books

Access to Professional Learning at WLCC Education Hub

- Webinars, Workshops & Masterclasses
- Expert Panel Discussions
- Case Study Presentations
- Interactive Q&A Sessions
- Executive Education Programs
- Virtual Conferences
- Exclusive Company Visits
- Advanced Training Sessions
- Personalized Development Programs

Media & Event Privileges

- Access to Media Discounts at WLCC Media Hub
- Invitations and Discounts for Global Luxury Events





YOUR MEMBERSHIP JOURNEY

A Month-by-Month Guide to Your Professional Membership Experience

MONTH 1 ONBOARDING



Receive your official WLCC digital assets (welcome letter, certificate, logo, social media pack), member profile, announcement, editorial plan, and introductions overview — establishing your presence within the global luxury network. Enjoy 12-month brand visibility through logo placement on the WLCC homepage and within WLCC newsletters. Participate in a welcome meeting to align on your annual plan.

MONTH 2 BRAND SPOTLIGHT



Your first editorial feature is published on the WLCC website, elevating your brand presence within the WLCC global luxury network. You will also be featured in the WLCC newsletter, receive invitations to exclusive webinars and digital events, and gain access to industry insights. In addition, your first three curated introductions will be arranged and shared via email.

MONTH 5 SIGNATURE EXPOSURE



Enjoy ongoing access to reports, monthly webinars, committee meetings, and speaking opportunities, complemented by continued strategic introductions connecting you with relevant companies within the WLCC network to support your business development. Your 4-page feature in Luxury People Magazine is published, alongside the opportunity to collaborate on co-branded campaigns with your dedicated membership manager.

MONTH 4 VISIBILITY BOOST



Your second editorial feature is published. Continue receiving exclusive invitations to select events, access the latest trend forecasts, and explore speaking opportunities to further elevate your brand. In addition, gain access to private WLCC leadership meetings and networking forums designed to foster strategic relationships.

MONTH 3 STAY CONNECTED



Stay informed through regular newsletters, exclusive digital events, committee meetings, and networking opportunities. Benefit from priority access to global luxury events and preferential rates on tailored media exposure, along with ongoing introductions connecting you with relevant companies within the WLCC network.

**MONTH 6
THOUGHT LEADERSHIP**



Your third editorial feature is published, alongside the completion of your ten direct introductions and a comprehensive membership overview. You may also be invited to contribute as a guest speaker in webinars or panel discussions.

**MONTH 7
CONTINUED ENGAGEMENT**



Your fourth editorial article is published. Access new luxury industry reports and participate in expert-led sessions or masterclasses.

**MONTH 8
HIGH-VALUE VISIBILITY**



Your fifth editorial article is published. Keep engaging in networking events and position your brand through thought leadership and media features.

If you have any questions, your dedicated Membership Manager is here to support you every step of the way.

**MONTH 12
REFLECTION & RENEWAL**



Participate in the final roundtable, receive your annual activity report, share feedback, and review your membership renewal proposal.

**MONTH 9-11
STRATEGIC GROWTH**



Your sixth editorial article is published. Continue participating in virtual events, committee meetings, and executive programs. Maintain visibility, leverage media access, and nurture collaborations.

WLCC DIGITAL MEMBER PACKAGE

Showcase your official status
as a WLCC member with a
suite of digital assets designed to
boost your brand's credibility
and enhance your
communication efforts.



Dear Aspire Lifestyles,

On behalf of the entire Organizing Committee, we would like to extend our warmest congratulations on your recent membership in the World Luxury Chamber of Commerce.

Your decision to join this prestigious organization reflects your commitment to excellence and your dedication to upholding the highest standards in the luxury sector. The World Luxury Chamber of Commerce serves as a symbol of quality and innovation, and we are thrilled to see your company become a part of this esteemed community.

Your membership signifies your company's achievements and opens up a world of opportunities for networking, collaboration, and growth. We are confident that your involvement with the World Luxury Chamber of Commerce will open new avenues for success and further elevate your brand in the global luxury market.

We look forward to witnessing the remarkable achievements and advancements that lie ahead for your company as a member of the World Luxury Chamber of Commerce.

Organizing Committee
of World Luxury Chamber
of Commerce

Alexander Chotchkov

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Included in your Digital Membership Package



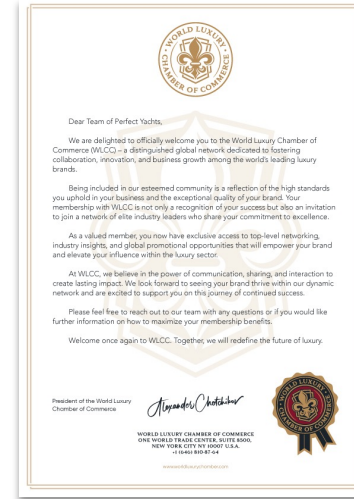
OFFICIAL WLCC LOGO

Full commercial rights to use the WLCC logo across advertising, marketing campaigns, and websites — reinforcing your verified status and enhancing credibility among partners, clients, and key stakeholders within the global luxury sector.



DIGITAL MEMBERSHIP CERTIFICATE

Includes full commercial usage rights, allowing integration across your website, social media, email communications, press and publicity, sales materials, online listings, and presentations — strengthening brand credibility, visibility, and professional positioning across all touchpoints.



PERSONALIZED WELCOME LETTER FROM THE WLCC PRESIDENT

An official letter from the WLCC President confirming your membership and positioning your brand within the global luxury community — to be shared with partners and key stakeholders, and used in presentations, press kits, and partnership discussions to reinforce credibility and authority.



BRANDED SOCIAL MEDIA ANNOUNCEMENT PACK

Branded assets to announce your WLCC membership across social platforms, digital media kits, presentations, pitch decks, websites, email signatures, newsletters, and digital campaigns — ensuring consistent visibility and premium brand positioning.



BRAND SPOTLIGHT

Increase your *brand visibility* and position your company as a leader in the luxury industry through exclusive promotional channels.

Premium Brand Visibility & Exposure for Honorary Members



Your Logo on the WLCC homepage

Enjoy logo placement in the "Honorary Members" section of the WLCC homepage for a full year, ensuring sustained visibility and prominence for your brand.



Your Logo Included in the WLCC Newsletter

Have your corporate logo featured in the "Honorary Members" section of WLCC's email newsletter for a full year, ensuring broad exposure to a highly engaged audience.





Boost brand visibility



WLCC Member Directory Listing

Your company profile is listed in the WLCC online directory, enhancing visibility and fostering business opportunities with industry professionals. Example: [Click here](#)



Announcement of New Member on WLCC Website

A dedicated press release on the WLCC website introduces your brand to a global luxury audience and boosts your credibility. Example: [Click here](#)



Editorial Articles on WLCC Website

Publish up to 4 articles or interviews per year to enhance your online presence and visibility. Example: [Click here](#)

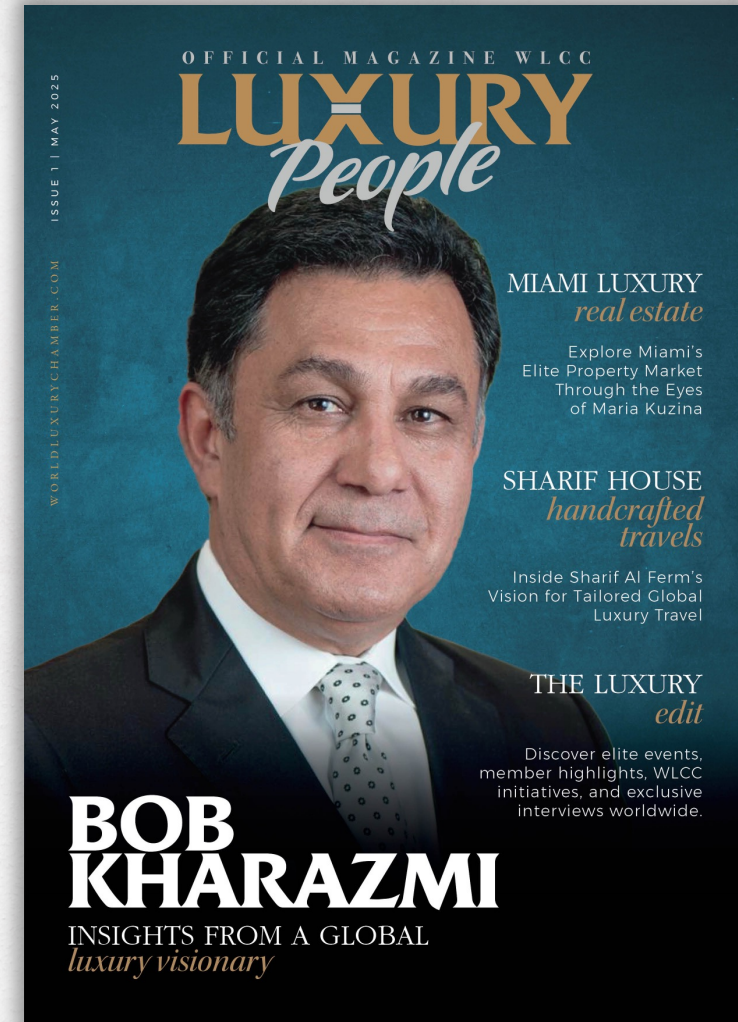


Member Feature in WLCC Email Newsletter

Receive a dedicated feature in WLCC email newsletter to showcase your brand's achievements or services. Example: [Click here](#)

LUXURY PEOPLE MAGAZINE FEATURE

Gain a 4-page feature article or interview in *Luxury People*, the official WLCC magazine, delivering in-depth exposure to an elite global audience of luxury decision-makers.





INSIGHTS FROM PERFECT YACHTS CEO
Artemis Georgatou

NAVIGATING THE FUTURE OF GREEK LUXURY YACHTING



ABOVE: LAGON 65, PEARLY GATES

GREECE HAS LONG BEEN A DREAM DESTINATION FOR YACHTING ENTHUSIASTS, BOASTING CRYSTAL-CLEAR WATERS, HISTORIC PORTS, AND COUNTLESS ISLANDS WAITING TO BE EXPLORED. AS THE LUXURY YACHTING INDUSTRY CONTINUES TO EVOLVE, PERFECT YACHTS CEO ARTEMIS GEORGATOUDI SHARES EXCLUSIVE INSIGHTS INTO THE SECTOR'S GROWTH, SUSTAINABILITY EFFORTS, AND THE FUTURE OF BESPOKE YACHTING EXPERIENCES IN GREECE.

ELITE INSIGHTS



ABOVE: UNFORGET THE YACHT NAME

INDUSTRY GROWTH & TRENDS

THE GREEK YACHTING INDUSTRY HAS SEEN REMARKABLE GROWTH OVER THE PAST DECADE, DRIVEN BY INCREASING DEMAND FOR LUXURY TRAVEL, GREECE'S UNPARALLELED CRUISING GROUNDS, & A RISING PREFERENCE FOR BESPOKE EXPERIENCES.



One significant shift is the increasing popularity of larger, more luxurious catamarans and motorhulls that offer expansive living spaces and the ease of amenities. Looking ahead to 2025, the forecast is continued emphasis on ultra-luxury yacht charters, with high-net-worth individuals seeking exclusive, tailor-made experiences. The demand for off-peak season charters is also growing, as clients look for unique and more relaxed cruising experiences.

While the Cyclades and Ionian islands remain prime destinations, there's also a rising interest in more remote Greek islands that offer unparalleled exclusivity and adventure.

ing space. We also encourage reusable sailing, reduce single-use plastics onboard, and partner with eco-friendly suppliers to minimize our environmental footprint."

Looking forward, she predicts further investments in hydrogen propulsion, solar-powered energy systems, and sustainable construction to align with global sustainability standards.



The new Moon Yacht 550 is a prime example of how we blend luxury with eco-friendly design and advanced technology to create a truly sustainable and luxurious experience.

Guests will be delighted and crew members will be proud to serve them."

A handpicked crew that delivers both professionalism and warm hospitality.

- Exclusive additions, such as private chef, wellness programs, and VIP concierge services.

CHARTER VS. OWNERSHIP

Charters is becoming the preferred choice over yacht ownership, with clients valuing flexibility, variety, and hassle-free luxury.

"Clients want to experience different yachts rather than commit to a single vessel," says Georgatou. "Charters centralize the burden of maintenance, mooring costs, and crew management, making it a smarter, more sustainable choice."

However, for those still interested in ownership, Perfect Yachts provides expert guidance, particularly for clients looking for custom-built Moon Yachts.

REGULATORY LANDSCAPE

As maritime regulations evolve, Perfect Yachts ensures full compliance while maintaining seamless operations. "We closely monitor regulatory developments to guarantee a hassle-free, world-class yachting experience for our clients," Georgatou offers.

TECHNOLOGY & DIGITALISATION

Technology is revolutionizing yachting, but Georgatou emphasizes that Perfect Yachts maintains a highly personalized approach. "While we don't rely on digital booking platforms, we ensure direct and tailored communication with our clients."

Onboard, technology enhances comfort and convenience. The Moon Yacht 65 "Hemipool" features a spa, providing seamless internet access for business travelers or remote work during charters. Looking ahead, she anticipates advancements such as:

• Enhanced hybrid propulsion for improved fuel efficiency.

• Augmented reality (AR) tours for pre-charter experiences.

• Smarter onboard automation that enhances comfort without replacing human expertise.

THE FUTURE OF GREEK YACHTING

THE FUTURE OF GREEK YACHTING IS INCREDIBLY EXCITING, WITH GREECE REMAINING A TOP-TIER CHARTER DESTINATION. PERFECT YACHTS IS POISED TO LEAD THE INDUSTRY.

"We plan to expand our luxury fleet, enhance our VIP-level services, and invest in sustainable innovations. Our vision is simple: To redefine luxury yachting in Greece, offering unforgettable experiences while setting new standards in service, innovation, and sustainability."

As demand for personalized, eco-conscious, and high-end yachting experiences continues to grow, Perfect Yachts is charting the course for the future of Greek luxury yachting.

Learn more here: www.perfectyachts.gr

OFFICIAL MAGAZINE WLCC LUXURY People

Being featured in Luxury People – the definitive voice of global luxury leaders – is a mark of prestige, offering recognition among the world's most influential luxury professionals and tastemakers.

👉 Check the latest editions: [Click here](#)

CO-BRANDED CAMPAIGNS WITH WLCC

Amplify your brand's *influence* through a strategic co-branded campaigns with WLCC — uniting prestige, visibility, and access to the world's leading luxury network.





What Co-Branded Campaigns Could Look Like



Thought Leadership Reports

Co-author in-depth reports with WLCC (e.g., "The Future of Ultra-Luxury")—shared across global luxury platforms and media partners.



Luxury Trend Video Series

Collaborate on cinematic video content (e.g., "Sustainable Luxury: A New Era")—published via WLCC's channels and social platforms.



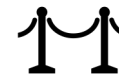
Expert Webinars & Roundtables

Co-host digital events on trending topics—building thought leadership and connecting with a high-value audience.



Event Sponsorships

Partner with WLCC to co-brand summits, panel discussions, and virtual experiences—featuring your brand across all event materials.



VIP Experiences & Giveaways

Launch luxury giveaways and bespoke experiences (e.g., private retreats or curated gifts)—designed to boost engagement and elevate brand prestige.

👉 Interested in a co-branded campaign?

Reach out to your dedicated membership manager to explore co-branding opportunities.

LUXURY INDUSTRY INTELLIGENCE FOR MEMBERS

Stay informed with exclusive, curated content designed to keep you ahead in the luxury sector.





Curated Market Insights & Reports

Access expert-curated summaries of the latest industry reports, trends, and insights, to support executive strategy, business planning, market positioning, expansion, and long-term brand development



Exclusive Interviews, Articles & Book Reviews

Dive into in-depth interviews with luxury leaders, expert articles, and curated luxury book reviews, offering valuable perspectives and strategies for your business.



Luxury People Magazine

Delivers high-end editorial exposure through a dedicated four-page feature, elevating your brand narrative within a prestigious luxury publication. This feature can be seamlessly leveraged across your website, media kits, pitch decks, investor presentations, and executive profiles.

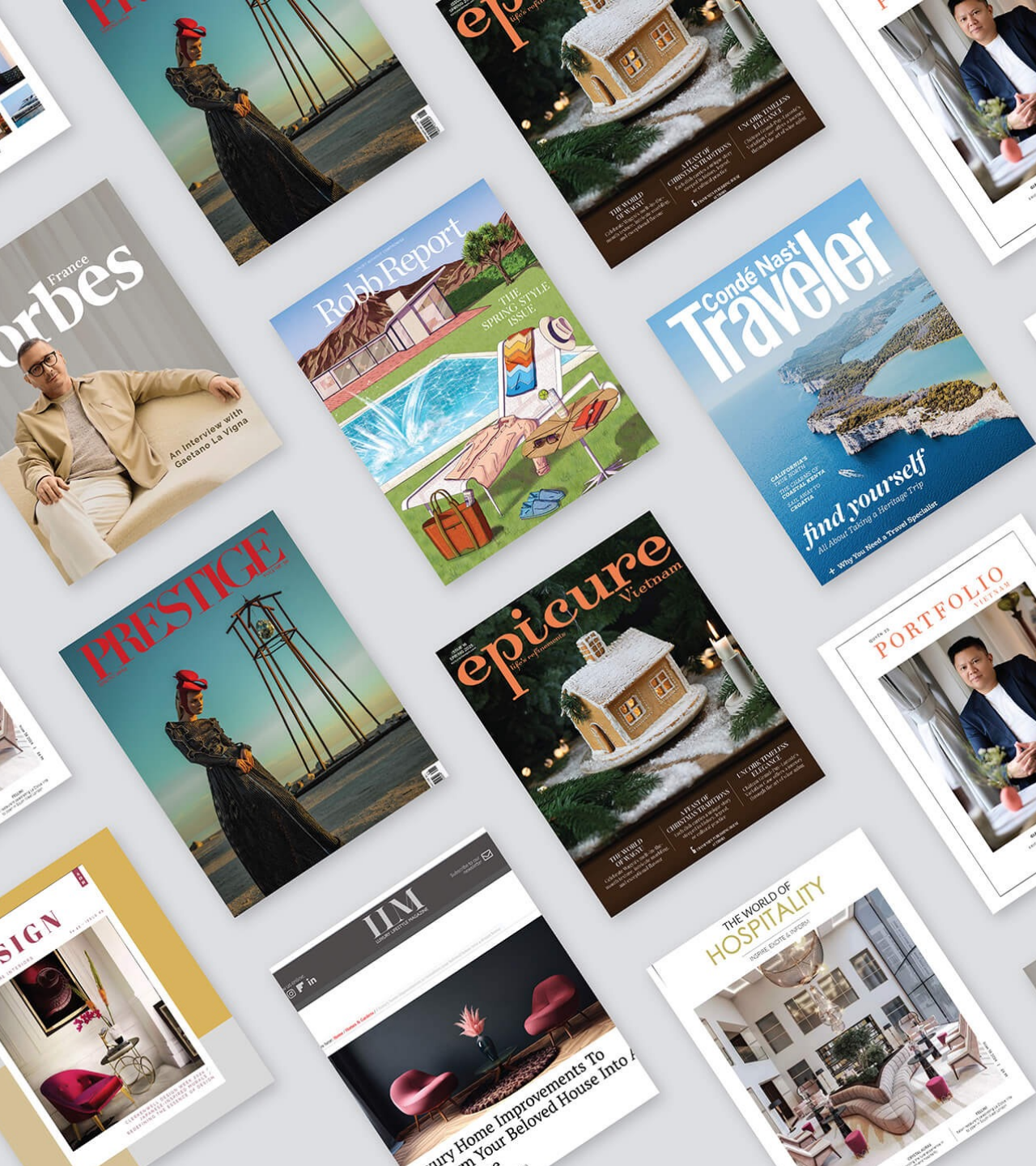
Stay Updated: [Subscribe to WLCC Newsletters](#)

[Subscribe](#)

MEDIA & EVENT PRIVILEGES

Enjoy *exclusive access* to special offers
and discounts available only to
WLCC members.





Invitations & Member Discounts for Special Events



Stay informed about must-attend luxury industry events with exclusive invitations and member-only discounts. Never miss a key gathering and stay up to date on the latest happenings.

👉 Check the [Luxury Events Calendar](#)

Media Opportunities & Discounts



We partner with top media outlets and influencers to provide you with exclusive opportunities to be featured in premium media, boosting your brand visibility at preferential rates.

👉 Visit the [Media Hub](#)

Stay Updated: Subscribe to WLCC newsletters to receive the latest updates, news, and discounts directly to your inbox.

[Subscribe](#)

WLCC LUXURY EDUCATION HUB

Access WLCC Luxury
Education Hub, your gateway
to world-class learning opportunities
tailored for luxury professionals.

From executive education programs to
specialized workshops, this hub connects
you with top-tier institutions, industry
experts, and transformative learning
experiences.





What You'll Get:

- Unlimited access to WLCC-hosted webinars and open lectures during the year
- Invitations to virtual sessions covering trending topics, best practices, and emerging trends
- Access to exclusive company visits, advanced training sessions, and personalized development programs

Among Featured Topics:

- Luxury Customers: How Do They Think?
- Luxury Selling: How to Influence Positively
- The Future of Luxury Branding & Marketing
- Digital Transformation in Luxury
- Luxury Client Relationship Management & Personalization
- Sustainable Luxury
- Influencer & Media Relations for Luxury Brands

Stay Updated: All events are announced on the WLCC Education Hub and in the Education Hub Newsletter.

[Visit the Education Hub](#)

LEADERSHIP, NETWORKING & INFLUENCE

Participate in a range of high-level activities designed to expand your influence, network, and knowledge within the *global luxury community*.



WLCC Committees

Join one of our specialized committees to contribute your expertise and help shape the future of the luxury industry.

✓ What you gain:

Collaborate with top professionals, influence global standards, and take an active role in high-impact initiatives.





1. **Luxury Travel & Hospitality Committee**

Promotes excellence in luxury travel, hospitality, and tourism through shared insights and global best practices.



2. **Real Estate & Architecture Committee**

Focuses on elevating standards in luxury property development, architecture, and design innovation.



3. **Sustainability Practices Committee**

Drives forward-thinking sustainability initiatives tailored to the luxury sector.



4. **Influencer & Media Relations Committee**

Creates strategies for impactful influencer partnerships and media visibility to strengthen luxury brand presence.



5. **Marketing, Advertising & Public Relations Committee**

Explores effective ways for luxury brands to communicate their unique values and maintain market leadership.

Interested in joining a committee?

Reach out to your dedicated membership manager, who will guide you on how to join and how you can contribute.



Exclusive Online Meetings with Leaders

Engage in invitation-only virtual meetings with influential leaders from the luxury industry.

✓ **What you gain:** Insider insights, trend discussions, & valuable relationships in a focused, collaborative setting.

👉 Invitations are sent via WLCC Newsletters — make sure you're subscribed! [Subscribe now](#)



Member Virtual Networking Events

Connect with top-tier professionals, innovators, and decision-makers across the luxury world.

✓ **What you gain:** New partnerships, expert perspectives, and opportunities to expand your network.

👉 Stay subscribed to our newsletters to receive event invitations and registration links. [Subscribe now](#)



Speaking Opportunities

Showcase your expertise at WLCC Business Events & Conferences.

✓ **What you gain:** Visibility, credibility, and the chance to position yourself as a thought leader in the luxury sector.

👉 Interested? Reach out to your dedicated membership manager to explore availability and topics.





Propose Initiatives & Shape the Future



Honorary Membership grants you the privilege to actively influence WLCC's direction by proposing high-impact initiatives for consideration by the WLCC Board. Demonstrate leadership, help shape key agendas and contribute to driving innovation across the global luxury sector.

Executive-Level Networking



Gain access to exclusive, invite-only leadership meetings with top WLCC executives and influential decision-makers. Build meaningful connections and form strategic collaborations at the pinnacle of the luxury industry.

Receive 10 direct introductions to the WLCC community

Reach out to your dedicated Membership Manager for more details on how to get involved!



MEMBER SUPPORT & COMMUNICATION



How and When You'll Hear from Us

We're committed to keeping you engaged and informed through regular newsletters, providing opportunities for you to make the most of your membership.



Member Newsletter

Our weekly newsletter brings you the latest WLCC news, industry trends, updates on upcoming initiatives, and invitations to exclusive WLCC events, webinars, & networking opportunities to help you grow your influence and network.



Quarterly Check-ins

Stay updated with a personalized check-in every quarter, where we'll review your goals and opportunities within WLCC.



Editorial Coordination

We'll collaborate with you on any editorial features, updates, or opportunities to showcase your brand in our publications or global media outlets.

Reach out to your dedicated Membership Manager for more details on how to get involved!

RENEWAL PROCESS FOR CONTINUED BENEFITS



When You'll Be Contacted

We'll reach out to you ahead of your membership renewal date with all the details you need to continue enjoying WLCC benefits without interruption.



Early Renewal Incentives

Renew early to take advantage of exclusive incentives and ensure your place within the WLCC community for another year.



Enhance Your Executive Membership

Want to stand out even more within WLCC's elite global network? Elevate your presence with a Promotional Partnership or Sponsorship Package—offering maximum visibility, bespoke promotional benefits, and powerful brand positioning across the luxury industry.

We're here to make your renewal process as smooth as possible! Reach out for any questions or assistance.





KEY TAKEAWAYS FROM YOUR WLCC EXECUTIVE MEMBERSHIP GUIDE

Maximize Your Membership Experience

As an Executive Member of the WLCC, you're part of an exclusive network of established luxury brands and influential leaders. Your membership unlocks premium opportunities to:

Amplify brand visibility

Expand high-level business connections

Lead and influence the global luxury conversation

Here's a quick recap of the key benefits:



Stay Connected and Informed:

Our primary channel of communication is through Newsletters. Be sure to subscribe and select your areas of interest:

[Subscribe to our newsletter](#)



Exclusive Recognition & Visibility:

Your membership provides credibility, exposure through editorial features across WLCC platforms, and access to the WLCC Member Network.



Leadership, Networking & Influence:

Access to all WLCC events, high-level networking, and speaking opportunities while shaping WLCC's future and connecting with luxury influencers.



Marketing & Industry Insights

Receive valuable insights and trend reports, as well as invitations to luxury events where you can build relationships with top-tier professionals.

If you have any questions, your dedicated Membership Manager is here to support you every step of the way.





CONTACT US

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