



Roberts Mitani Participates in *Luxury Brands: Marketing the Upscale During a Downturn*

Philadelphia, November 7, 2008. Patrick Abouchalache, Managing Director of Roberts Mitani's Consumer group, participated on the "*Targeting the New Luxury Consumer in a Flat World: Identifying Opportunities for Growth In a Global Luxury Market*" panel at the annual Wharton Marketing Conference. Patrick and his fellow panelists, which included senior management of leading global brands, discussed the key challenges and opportunities facing leading global luxury brands and their consumers.

For further details see:

<http://knowledge.wharton.upenn.edu/article.cfm?articleid=2091>

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