

What Makes Authentic Luxury?

Auth Lux® Summits Make It Real.

ROHL Authentic Luxury is where original design and a commitment to craft come together, connecting touch of hand, truth in materials and place of origin.

GREG ROHL, VP MARKETING, ROHL

Design Chicago, held at the Chicago Merchandise Mart, culminated a series of Auth Lux® Summits where the topic of “what makes *authentic luxury*” was discussed by Campion Platt, principal, Campion Platt Interiors; Julia Buckingham, principal of Buckingham Interiors + Design and Greg Rohl, VP of marketing, ROHL. The topics of original design, authentic luxury in boutique hospitality, the question of “*authentic luxury* in the kitchen” and further exploration of the true definition of authentic luxury were covered in day long educational programs.

Produced in New York City, Chicago and Dallas each Auth Lux® Summit was hosted by a member of the inaugural ROHL® Auth Lux® Designer Guild – Marcia Tucker, Julia Buckingham and Denise McGaha. Industry authorities including Pam Danziger, principal, Unity Marketing; Jason Artus, VP of sales and marketing, Rutt Handcrafted Cabinetry; Juanita Galliford, kitchen design specialist for

Authentic Luxury combines the two concepts – authentic and luxury – and elevates a brand to a new level, where the whole truly is greater than the sum of its parts.

PAM DANZIGER

Thermador® and Karen Marx of the Hearst Design Group joined Greg Rohl in exploring and defining the criteria for understanding truly authentic luxury.

Pam Danziger dug into the topic, breaking down the term. She offered the idea that some brands may be “authentic” but not offer luxury. Other brands may position themselves as “luxury” but are heavier on marketing than actually being “luxury”. She suggests that “*authentic luxury* combines the two concepts – authentic and luxury – and elevates a brand to a new level, where the whole truly is greater than the sum of its parts.”

Joel Barkley of Ike Kligerman Barkley Architects and Joyce Romanoff of Maya Romanoff probed, with Greg Rohl, the importance of original design to authentic luxury, citing the organization *be Original* as an important contributor to maintaining and protecting authentic design and a core component of the definition of authentic luxury.



Clockwise from left: a. ROHL® Perrin & Rowe® Holborn Bridge Kitchen Faucet, Auth Lux® Summit NYC. b. Chicago Auth Lux® Summit at the Chicago Luxury Furniture Centre. c. Greg Rohl, VP marketing, ROHL; Pam Danziger, principal, Unity Marketing; Denise McGaha, principal, Denise McGaha Interiors – Dallas Auth Lux® Summit.

ROHL will produce four 2018 Auth Lux® Summits hosted in Atlanta, Boston, Seattle and the Hamptons (Long Island, NY). The second Auth Lux® Guild will be announced at KBIS 2018.

To learn more about “What Makes Authentic Luxury,” visit authlux.com



The ROHL® Auth Lux® Designer Guild was formed to inspire and educate designers, architects and other industry influencers about *authentic luxury*. In the spirit of European Master Guilds, the ROHL® Auth Lux® Guild represents the masters of design and craft.

NYC SUMMIT



Marcia Tucker

Marcia Tucker Interiors
Greenwich, CT

CHICAGO SUMMIT



Julia Buckingham

Buckingham Interiors + Design
Chicago, IL

DALLAS SUMMIT



Denise McGaha

Denise McGaha Interiors
Dallas, TX