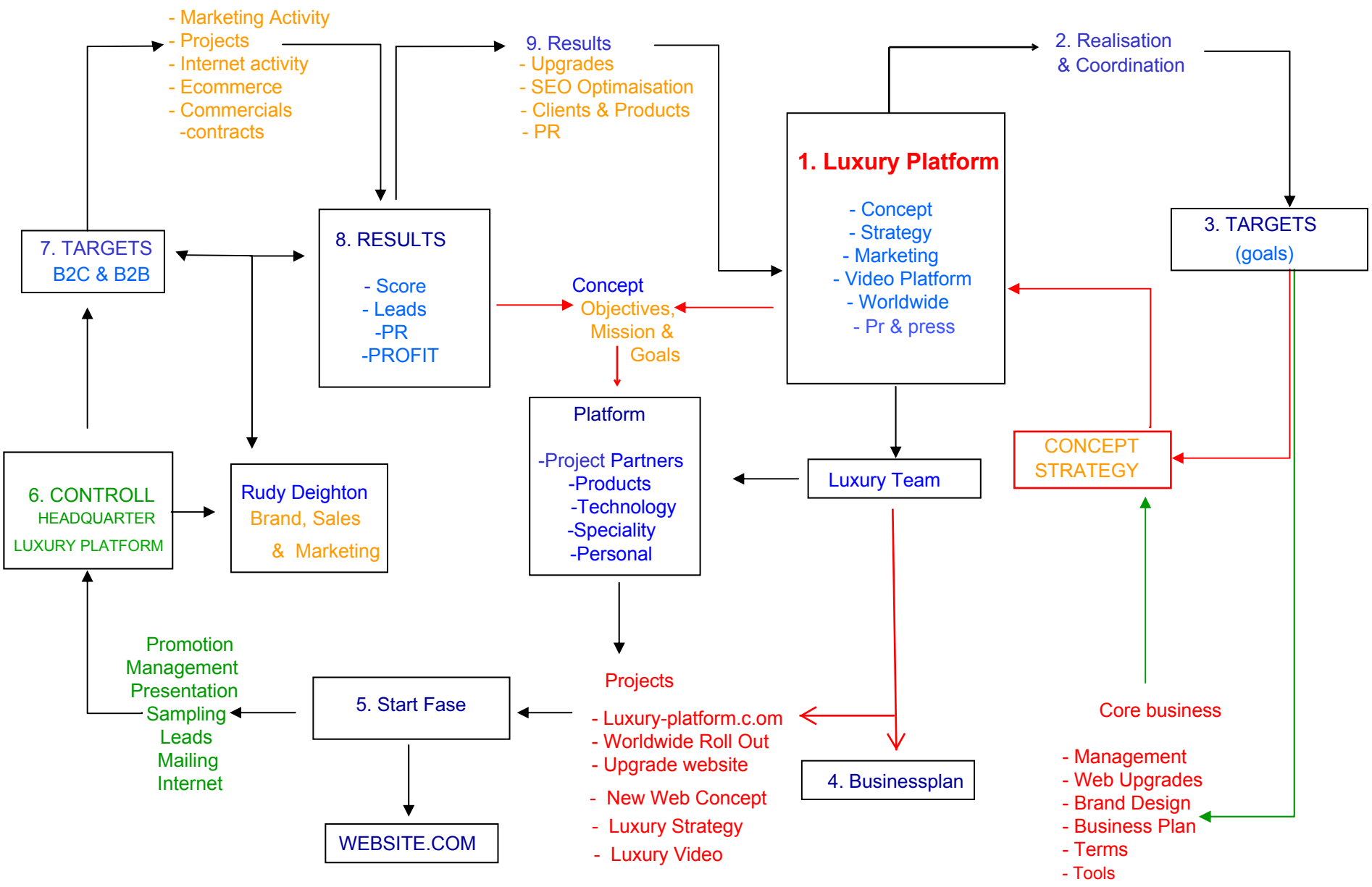LUXURY PLATFORM STRATEGY 2020