



Alessia Demetz: a growing voice on the changing face of luxury

Principality of Monaco, 6 October 2026 — Alessia Demetz, founder of ADM Club, is gaining recognition as an important voice on the future of luxury. Her recent guest lecture at the International University of Monaco marks the beginning of a wider programme of speaking engagements, with further events to come in London and Paris.

Addressing around one hundred students on the university's MSc in Luxury Management, Demetz traced the evolution of luxury from the Renaissance courts to Versailles and the age of artificial intelligence, exploring how the industry has changed — and what remains constant. Demetz also shared the personal story that led to her creation of ADM Club. Raised in Italy, educated in Paris, a successful architect of luxury hotels and fluent in seven languages, she is a woman driven to pursue excellence rather than follow shallow trends.

Her central argument was that luxury has always been more than possession. During the Renaissance, patronage brought artists, architects, craftsmen and thinkers together, transforming wealth into culture and innovation. At Versailles, luxury became a language of access, proximity and social distinction. Today, although objects and technologies have changed, the desire for belonging, recognition and meaning remains. The challenge is to expand access without diluting the knowledge, craftsmanship and human relationships that create value.

For Demetz, the future of luxury lies in moving from possession to connoisseurship: understanding the people, time and savoir-faire behind exceptional work. Technology and artificial intelligence can open doors, connect communities and accelerate ideas, but they cannot replace touch, trust or human judgement.

“Technology creates the bridge. Human judgement gives it direction. Human connection gives it value,” she said.

This thinking underpins ADM Club – The Hidden Atelier, which connects European master artisans with collectors and connoisseurs, carrying forward the Renaissance relationship between patron, maker and knowledge in a contemporary form.

Annalisa Tarquini, Director of MSc in Luxury Management, welcomed Demetz's contribution:



“ADM Club embodies precisely the kind of inspiring business model I want our students to engage with: one that brings together entrepreneurial vision, innovation and purpose, while creating value through authenticity, expertise and meaningful human connections. It is important for students to see that an idea can evolve into a distinctive and relevant business when it is supported by a clear vision and the courage to pursue it.”

As her speaking programme develops, Demetz is bringing this perspective to a wider debate about the future of luxury: how the industry can embrace technological change while preserving the expertise and human relationships that give it meaning.

She will join forums, panel discussions and keynote events on luxury, craftsmanship and innovation throughout the autumn and winter. Events will be published on ADM Club website: <https://adm.club> on the [App Store](#) or [Google Play](#)

For inquiries, please contact press@adm.club