

LUCIAN JAMES & CO.

Lucian James & Co. is a strategic consultancy which advises clients on ritual theory and practice.

Our work builds on the success of our previous incarnation - Agenda Inc. - which offered more general strategic consulting to clients including Louis Vuitton Moet Hennessy, Cadillac and Ritz Carlton Hotels.

We believe that ritual strategy represents a compelling way to distinguish and to define companies as well as individuals in our fragmented and accelerated culture; it builds overall purpose, strategic vision and visceral kick.

The new focus for the company is the result of two years intensive research into the dynamics, function and form of rituals - ancient and modern, secular and religious.

Since 2010, we have been incorporating increasing amounts of ritual strategy into client projects - most notably for Harley Davidson, and Krug champagne. We're now ready to offer a full range of services.

Our clients are brands, institutions and individuals.

Our principle service offerings are the following;

i. Ritual Strategy for Creativity

We offer a range of ritual tools to people to help them focus, simplify and develop new ways to be creative and productive.

ii. Ritual Strategy for Community Development

We have worked with different kinds of community - in particular brand communities (e.g. Harley Davidson), to help them organize and develop their community strategy through ritual.

iii. Ritual Strategy for Brand Management

A significant part of our work has been with luxury brands to help them deliver better retail and consumption rituals - particularly effective in a time of recessionary crisis, and a wider crisis of meaning.

iv. Ritual Strategy for Corporate Performance

We offer various corporate services to organizations who want to moderate, align and ritualize internal institutional life.

v. Ritual Strategy for Personal Development

We work with private clients to help them incorporate rituals of various kinds into their personal lives. More details on request.

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CLIENTS

A partial list of current and previous clients; Cadillac, Coty Prestige, Dom Pérignon, Ecko Unlimited, Estée Lauder, Harley Davidson, Hennessy, Jimmy Choo, Krug, Lexus, LVMH, Mini Cooper, Motorola, MTV, Ritz-Carlton Hotels, South Coast Plaza.

LUCIAN JAMES

Lucian has always worked in creative and performance industries. Before launching his own agency, his career was in advertising (as copywriter, strategic planner) and television production (as producer, director, format developer).

His TV work included 4 years in Los Angeles as Head of Development at World of Wonder Productions, described by Camille Paglia as "one of the most creative ateliers at work today".

He has a Masters of Arts degree in Modern Languages and Linguistics from Oxford University.

& CO.

We have a core team of 6 people, and an extended circle of 400 specialists with a range of expertise.

Projects can take place anywhere; we have worked globally in China, Japan, Brazil, US & Europe.

LOCATION

We have offices in Paris and San Francisco.

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If you would like to contact us, please do so. We're always happy to explain how it all works.

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