

## Marketing – Strategy – Sales – Licensing

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**Oct 2007– present**

**The Look Presents...**

Creative Director

- Partnership with writer Paul Gorman, The Look Presents... is a collaboration that fuses great design with manufacturing partnerships.
- Coordination of three collections – Wonder Workshop, Nigel Waymouth and Antony Price – with Arcadia Group for TOPMAN

**Sept 2007– present**

**Antony Price**

Marketing Director

- Instigated diffusion concept "Priceless" in collaboration with TopMan
- Marketing & PR launch for June 2008
- Coordination of mainline collection in conjunction with Norton & Sons, Savile Row
- Coordination of synergy partnership with Trumpers

**June 2007- June 2008**

**Denza Licensing Limited**

Director Licensing and New Business Development

**Celia Birtwell**

- Research potential license partners with excellent standards to protect the brand image and brand values
- Range planning for product collaboration with Express USA
- Marketing & PR
- Co-ordination with Hong Kong manufacturing partner
- Vintage garment sourcing

**Gil Carvalho**

- Co-ordination for collaboration with FAITH FOOTWEAR
- Marketing & PR Strategy

**Designers at Debenhams**

- New Business Development – Bellville Sassoon, Anthony Price, Gary Harvey, Celia Birtwell,
- Proposed new concept - Denim Designers at Debenhams (TBC)
- Limited edition Eveningwear Concept – in store October 2008 (TBC)

**Jan 2007- present**

**Proper**

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**Own Label Concept currently in-store Urban Outfitters UK**

Creative Director

- Design and Development of Casual wear Label
- Oversaw Designer Sofia Prantera (ex Silas)
- Graphic Co-ordination with Fergus Purcell
- Range Planning
- Sales

**Nov 2006- present**

**Yao Yuh Hong Kong trading Company**

UK Business Development Manager

- Travelled extensively to Hong Kong, working with regional supplier Yao Yuh, dealing primarily with Primark and their sourcing needs.
- Comp Shopping
- Co-ordination with Primark Head Office
- Design Development
- Range Planning

**Sept 2006 – Present**

**Shop at Maison Bertaux**

Creative Director/Buyer

- New Retail Store with new labels introduced; APC, Madras, Eley Kishimoto

**Nov 2005- July 2006**

**Katharine Hamnett**

Marketing Director

- Line development
- Introduction of womenswear Collection
- Re introduction of iconic message T-Shirts for both Men and Women.
- Retail initiatives (POP shop in Selfridges, 2006/Urban Outfitters, 2006/2007)
- Website planning
- Synergy partnerships -Fred Perry (sportswear) Globetrotter (proposed organic travel goods, Smythson, Diary/Stationary)
- Global Account Management – co-ordination with Itochu Master Japanese Licensee
- Sales at LA Distribuzione Milan - showroom appointments during Milan men's fashion week Spring 2007

**Sept 2005 – Nov 2005**

**World Design Trade for Firetrap**

Chief Stylist

- Chief Stylist on Firetrap's S/S 2007 presentation to buyers – including catwalk show and press management
- Chief Stylist of advertising campaign on location in Hawaii- entire billboard, catalogue print and online advertising campaign was shot on location

**Feb 2005 – Sept 2005**

**Ellesse, Pentland**

Freelance Consultant

- Sales and Distribution during London and Paris fashion weeks on Eley Kishimoto Ellesse collection
- Managing Trade show set-up and selling appointments
- Managing follow-up on key accounts

**Jan 2005 – Jan 2007**

**The World According To...**

Creative Director/Buyer

- New retail store with new labels introduced; Vivienne Westwood Red Label, Anglomania, H by Hussein Chalayan, Adidas and Nuala by Puma

**April 2004 – Dec 2006**

**MTV Networks Europe**

Freelance Stylist

- Responsible for image and wardrobe for 4 presenters on TRL, MTV UK's most important show, going out live Monday through Friday 6-7pm.
- Responsible for Alex Zane wardrobe and styling – present day

**Jan 2004- Dec 2007**

**Tocca**

Marketing Director, Europe

- Appointed sales agent (Rainbow Wave) and management of the account
- Oversaw and improved relationships with key beauty accounts including Liberty's, Harrods)
- Grown the business by 500% under 2 years
- Management and appointment of PR agency, Village Press for the Ready-to- Wear and Beauty ranges
- Working with designer, Jessica Ogden on read-to-wear Spring/Summer 08,
- Located and set up appointment of new Beauty distributor, Orange Square for the launch of Tocca's first range of fine fragrance, Touch, Stella, Florence and Cleopatra EDP at Selfridges.

**Jan 2002 – Dec 2003**

**Playboy Enterprises**

UK Press Director

- Managed press account for Playboy Product Marketing division then sourced and appointed ongoing UK PR with Judy Bennett.

**Matthew Clark Brands / Babycham**

Creative Director, Special Projects

- Originated, designed and developed Babycham license in the UK, including underwear, nightwear, eyewear, accessories, jewellery and footwear.
- Further expansion followed on footwear license with DR Shoes UK distributor for Dunlop.

**Jan 2000 – Jan 2002**

**Lucas International**

Creative Director, Special Projects

- Developed creative on jewellery line for Playboy licensee worldwide.
- The jewellery line was sold globally

**Bonpoint**

Creative Director, Special Project

- Managed and developed private label development for Bonpoint children's wear under joint label between Bonpoint and Shopgirl
- Collection was sold in Europe through Bonpoint own label retail

**Jan 1999 – Dec 2001**

**Damart**

Director of Joint Business Venture with Thermawear Limited

- Design and Marketing Director for ready-to-wear and clothing collection.
- Appointed Designer, Stevie Stewart (ex Body Map designer)
- Designed and oversaw developed of underwear, knitwear and hosiery license for Playboy Enterprises
- Initiate and developed Knitwear project with John Smedley and Swarovski collection sold worldwide
- Oversaw UK and off shore production
- Appointed sales and distribution agents in UK and USA
- Label sold worldwide including Paul Smith, Bergdorf Goodman, Barney's, Louis Boston, Fred Segal, Harvey Nichols and Selfridges.

**April 1995 – Dec 2004**

**Shop Inc Limited**

Director, Buyer and Press Office

- Opened store in Soho London.
- Launched with labels: Sofia Coppola's Milk Fed, Fiorucci (direct import from Italy, Anna Sui, Tocca. Brands added: Hysteric Glamour, X-girl. Holmes/Silas, Earl Jean, Mini/X-Large, Stussy.
- Pioneered in the UK emerging US Bridge market, Marc by Marc Jacobs, Earl Jean, Sonia by Sonia Rykiel and Cacharel.