

Finesse Flair Fashion Channelling craftsmanship with

Chanel

"Elevating Chanel's timeless elegance for modern markets."

Redefining modern luxury by blending authenticity and innovation.

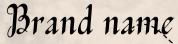
# Brand Mantra & Brand Value Brand Vision & Brand Positioning

"Embracing Chanel's timeless luxury while driving sustainability and social responsibility."



Brand logo

Kaushambi Vats





## Target Market

Hiring Team



### Charlotte Nicholson

lead of Marketing : Fragrance and Beauty



### May Mathew

Head of Marketing: Fragrance



### **Becky Watson**

Senior Marketing Manager Beauty & Client Experience



## Marketing Director

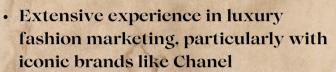
Lead innovative marketing strategies for CHANEL, managing diverse projects in alignment with brand objectives. Foster team collaboration and open communication to drive creativity. Develop and execute compelling campaigns that resonate with target audiences, leveraging digital marketing best practices. Demonstrate deep understanding of CHANEL's brand identity, contributing to its ongoing success through strategic initiatives and creative problem-solving.



## Qualifications and Prerequisites

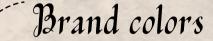
- Exceptional communication and interpersonal skills for stakeholder collaboration
- Strong problem-solving and analytical abilities for innovative strategies
- Leadership with proven team management experience
- Comprehensive knowledge of luxury goods marketing concepts
- Creativity and enthusiasm for enhancing brand visibility and engagement

# Competitors



- Proven track record of executing innovative strategies for brand elevation and business growth in competitive markets
- · Exceptional leadership skills, inspiring teams towards ambitious goals in a creative and collaborative culture
- Strong analytical capabilities and strategic thinking for anticipating market trends and consumer preferences, maintaining Chanel's industry leadership











Tagiline

Timeless Elegance, Modern Glamour



# Points of Parity

- Strategic leadership in upholding Chanel's legacy of elegance and luxury.
- Extensive luxury fashion industry experience with a strong consumer behaviour understanding.
- Proven track record of driving brand growth through innovative marketing strategies.

# Points of Difference

- Hands-on experience in fashion sales and marketing
- Pursuing MSc in Marketing and **Brand Management at Kingston** University
- Diverse skill set blending industry knowledge with academic rigor
- · Ability to apply innovative marketing strategies tailored to Chanel's brand

