

Brand Mantra

Finesse Flair Fashion
Channelling
craftsmanship with
Chanel

Brand Value

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

Brand Vision

Redefining modern
luxury by blending
authenticity and
innovation.

Brand Positioning

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



Kaushambi Vats

Brand logo

Brand name

CHANEL

Brand colors



Tag line

*Timeless Elegance,
Modern Glamour*

Target Market

Hiring Team



Charlotte Nicholson

Head 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

- Extensive experience in luxury fashion marketing, particularly with iconic brands like Chanel
- 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

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

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CHANEL
PARIS

CHANEL

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PARIS
EAU PREMIERE