

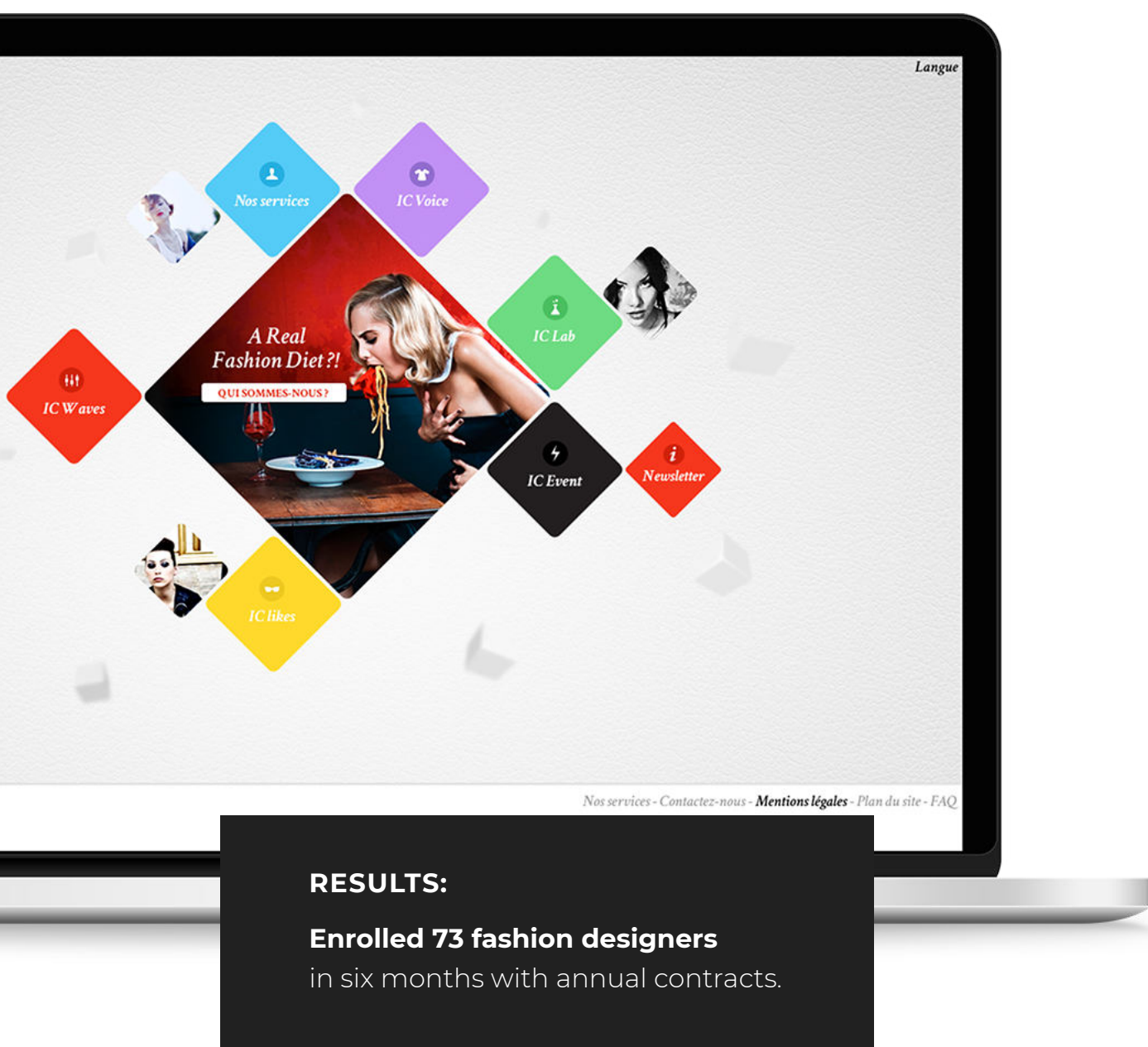


Linda Hendricks

Fashion forward, Business focused

Cases examples

Iconsvoice



ONLINE FASHION SHOWROOM

Paris

CONTEXT:

The emerging designer's scene struggles to be introduced to professional fashion buyers. Buyers are open to a new tool to discover new fashion designers. Therefore, I created a B2B marketplace.

OBJECTIVE:

To optimize emerging fashion designers' sales and visibility.

SOLUTION:

Created and launched an online multi-brand showroom where professional buyers could discover emerging designers. Developed business strategy. Defined marketing and communication strategies. Prospected international fashion designers. Negotiated contracts. Created partnerships. Optimized the end-user's interaction via e-merchandising strategies and product development. Developed and implemented concepts to improve SEO and SEM. Launched online trial user campaigns to prospect clients with established magazines. Provided training opportunities and virtual events to advance the user experience.

BUDGET:

65,000 €

TEAM:

Managed 5 people.

Temporary Fashion showroom

Paris

CONTEXT:

Fashion designers, members of the Iconsvoice online showroom needed an extra sales support solution to launch or to increase the sales during the tradeshow session.

OBJECTIVE:

To optimize sales and press visibility. The showroom was organized like a concept store for professional buyers. The art gallery floor where it took place introduced them to a selection of strong collection of pieces from diverse designers. This technique allowed for more brand discovery for buyers and journalists without making them feel overwhelmed or trapped. When a buyer was interested or curious about products, the entire collection, which was in stock, was displayed for presentation.

SOLUTION:

Created a temporary B2B multi-brand showroom during a sales period in an art gallery, in front of the TRANOÏ Tradeshow. Prospected international buyers and journalists. Coordinated fashion designers with buyers' strategies and introduced them to the showroom. Sold collections and repeated sales. Negotiated contracts with established partners and first-time buyers. Organized launch cocktail parties. Organized private sales events and press events with customers such as 107 Rivoli, Vogue, L'Eclaireur, Cosmopolitan, Glamour, Harvey Nichols, Aloha Paris, Galeries Lafayette and others.

BUDGET:

48,000 €

TEAM:

10 people.



RESULTS:

350,000 euros revenue over 6 sessions of 8 days each from 2012 to 2014.

Ascott Group

LA CLEF TOUR EIFFEL - 5-STAR HOTEL

Paris

CONTEXT:

La Clef Tour Eiffel is a 5-star hotel that needed a coherent event to penetrate the creative industry.

OBJECTIVE:

To optimize visibility, legitimate a creative positioning, and to increase B2B sales.

SOLUTION:

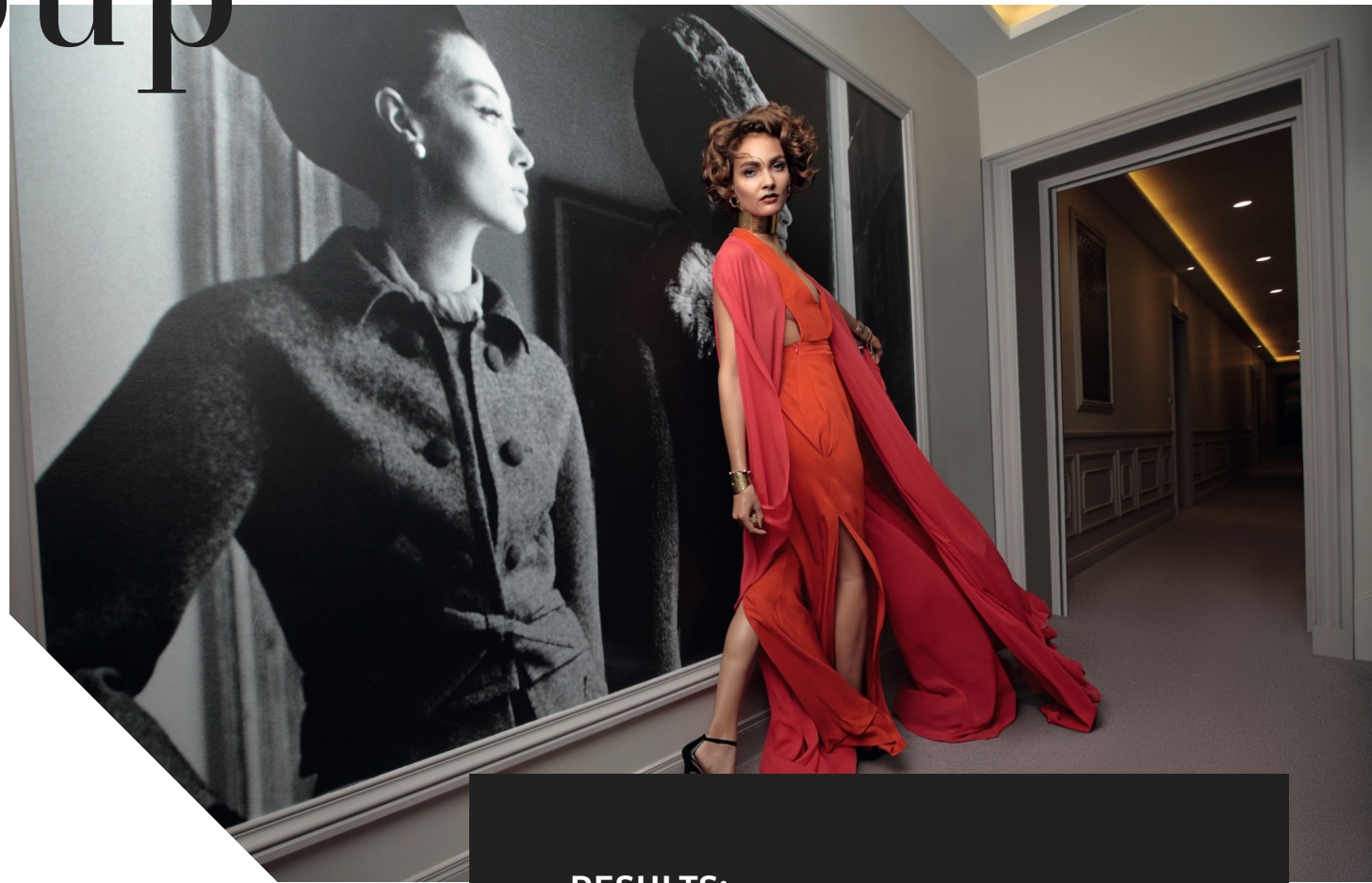
Created, managed, and produced a fashion photography exhibition that took place in the hotel. Produced videos and photo shoots. The idea was to introduce hotel rooms, conferences room, and amenities to a new market. Selected International fashion designers to showcase during a 15-day exhibition. Organized and managed the exhibition launch. Theme: What if Jackie Onassis, Grace Kelly, or Ruth Smith were still alive today? What would their wardrobe be if they could choose contemporary emerging designers?

BUDGET:

35,000 €

TEAM:

Managed 20 people.



RESULTS:

The hotel increased its sales by + 16% in the following six months. Since then a partnership has been established for video production, fashion photo shoots with A-list influencers and personalities.

Dailyshopwindow

ONLINE TREND FORECASTING AGENCY

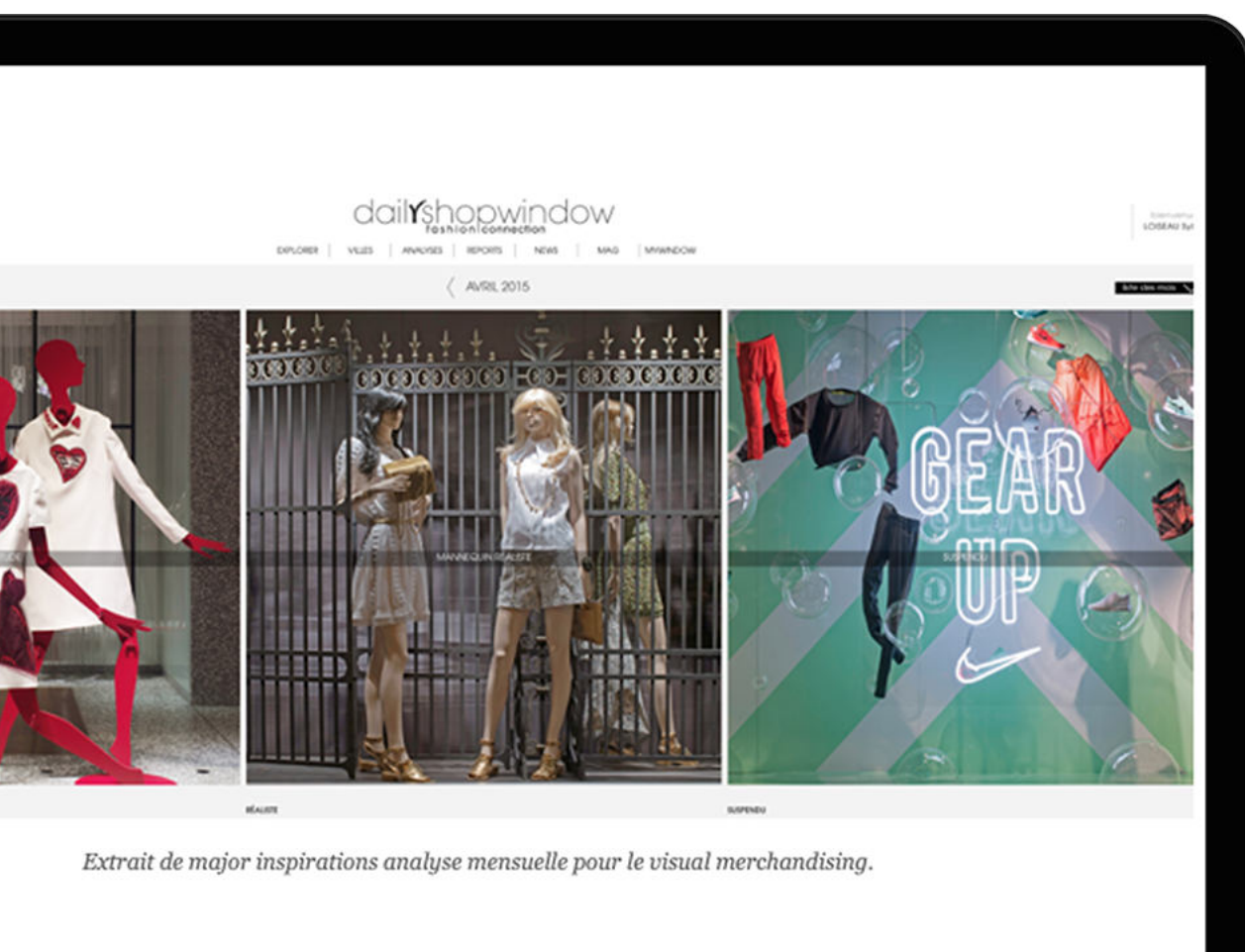
Paris

CONTEXT:

Dailyshopwindow online trend forecasting agency.

OBJECTIVE:

To increase the number of memberships.
Conducted cold calls and extended existing portfolio.
Analyzed market and leading customer strategies: used Google Analytics to propose new sales and product strategies, product features, and AB testing.
Optimized the customer acquisition and sales conversion rate: identified user trial issue in the back-office dashboard to maximize the sale conversion rate.
Managed the database, edited sales, and marketing content with a CRM plan for developing the customer relationship to increase repeat sales.
Set up international trade show partnerships and sponsors.
Organized trend conferences to increase sales conversion rate and reach sales target.
Recruited and trained a sales team.



RESULTS:

Opened 52 new key business over 12 months with Fortune 500 companies such as Hermès, Escada, Lacoste, Chanel etc.

Nelly Rodi

TREND FORECASTING AND INNOVATION AGENCY

Los Angeles / New York

CONTEXT:

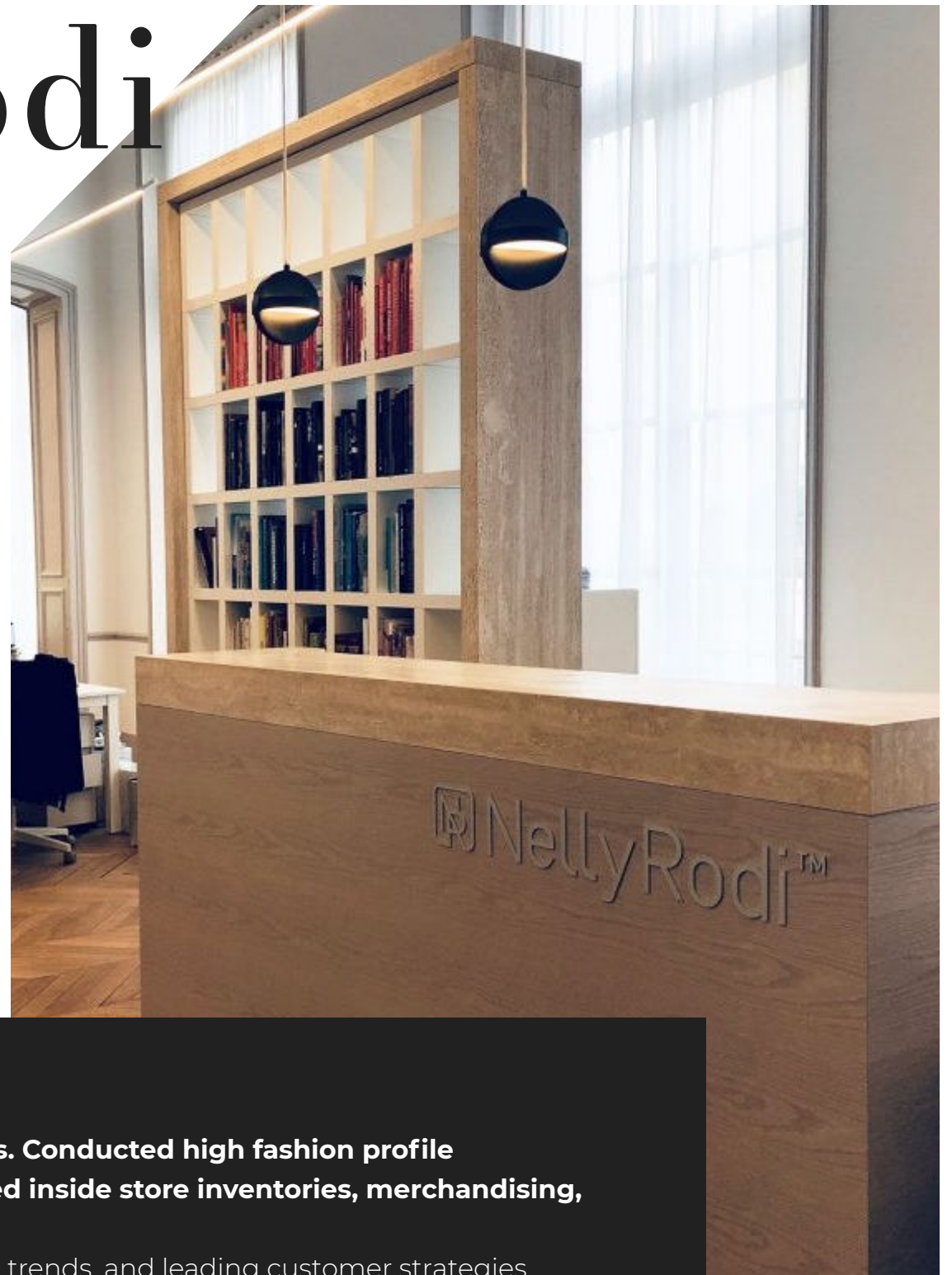
Worldwide renowned creative agency Nelly Rodi needed an expert to collect and analyze information in order to offer a cultural and luxury retail landscape on-site study for Dubai Mall. The mall was looking for the right U.S. city concerning its first implementation in North America.

OBJECTIVE:

To decide which city—Los Angeles or New York--would be the best fit to penetrate the U.S. luxury shoe market.

SOLUTION:

On-site market survey in Los Angeles and New York.



RESULTS:

Delivered a 40-page report with competitor profiles. Conducted high fashion profile interviews, created a retail fashion map, investigated inside store inventories, merchandising, and visual merchandising strategies.

Carried out online business research. Analyzed market, trends, and leading customer strategies. Provided recommendations. This survey supported the final mall decision for its implementation.

Astrid Sarkissian

HIGH-END ACCESSORIES DESIGNER

New York

CONTEXT:

Vogue talent accessories designer in need of reinforcing her online visibility and sales.

OBJECTIVE:

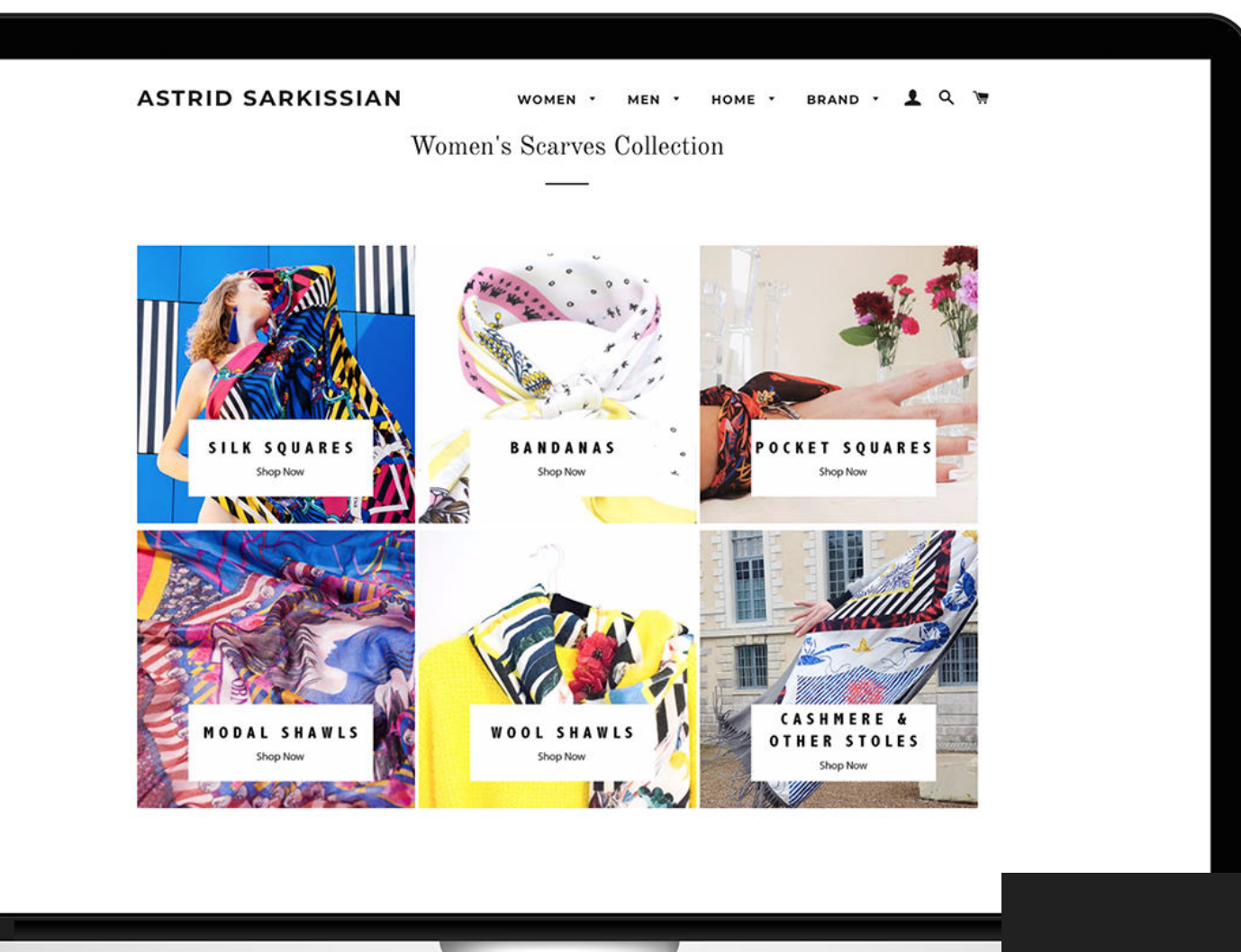
To optimize online sales.

SOLUTION:

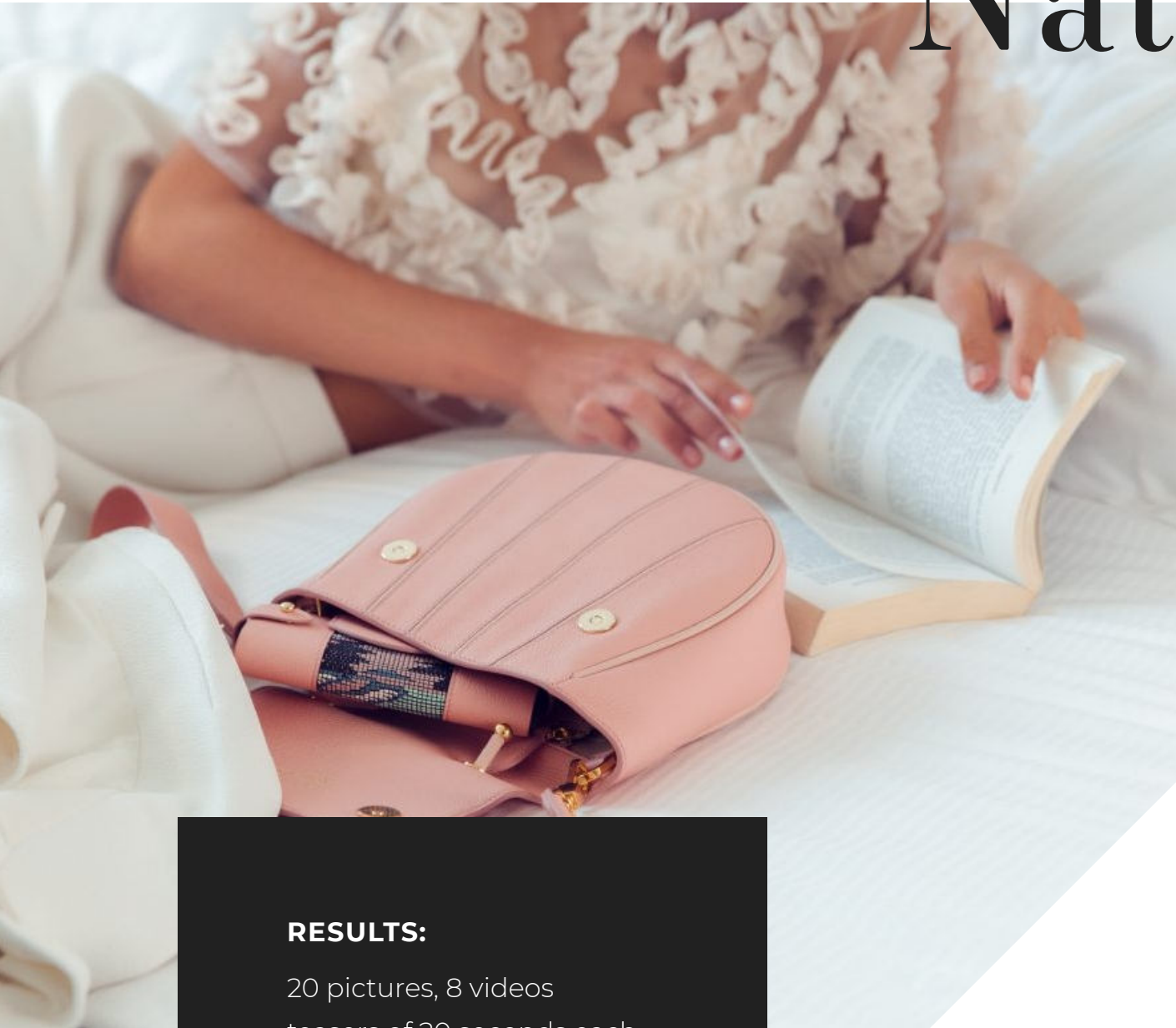
Established a CRM plan. Redesigned the web interface to develop the customer experience in order to increase repeat sales. Optimized the end-user's interaction via e-merchandising strategies. Managed Facebook and Instagram ads. Used Google Analytics to propose new sales and product strategies, product features, AB testing, and UX testings.

RESULTS:

sales increased by about 18% over three months.



Native Dubai



RESULTS:

20 pictures, 8 videos
teasers of 20 seconds each
**with a 60 seconds video
campaign delivered.**

UAE LUXURY HANDBAG BRAND

New York

CONTEXT:

Luxury handbag brand based in UAE in need of a different creative direction for their next ad campaign.

OBJECTIVE:

To infuse the right amount of elegance with a hint of Parisian romanticism and avoid the "French chic cliché".

SOLUTION:

Handled all administrative obligations, partnerships, and legal duties. Managed all art direction and styling. Created fashion and lifestyle concepts. Managed photo shoot, video production, and post-production.

BUDGET:

20,000 €

TEAM:

Managed 15 people.

Beaugrennelle Paris

PREMIUM SHOPPING MALL

Paris

CONTEXT:

Beaugrenelle Paris is the most prestigious mall in France since it opened in 2013. Situated on the banks of the Seine, a stone's throw from the Eiffel Tower, Beaugrenelle is home to 120 shops and restaurants spread over 540,000 sq. ft.

OBJECTIVE:

To optimize traffic and tenant's turnover through a creative fashion event. To reiterate its creative and fashion positioning among its competitors.

SOLUTION:

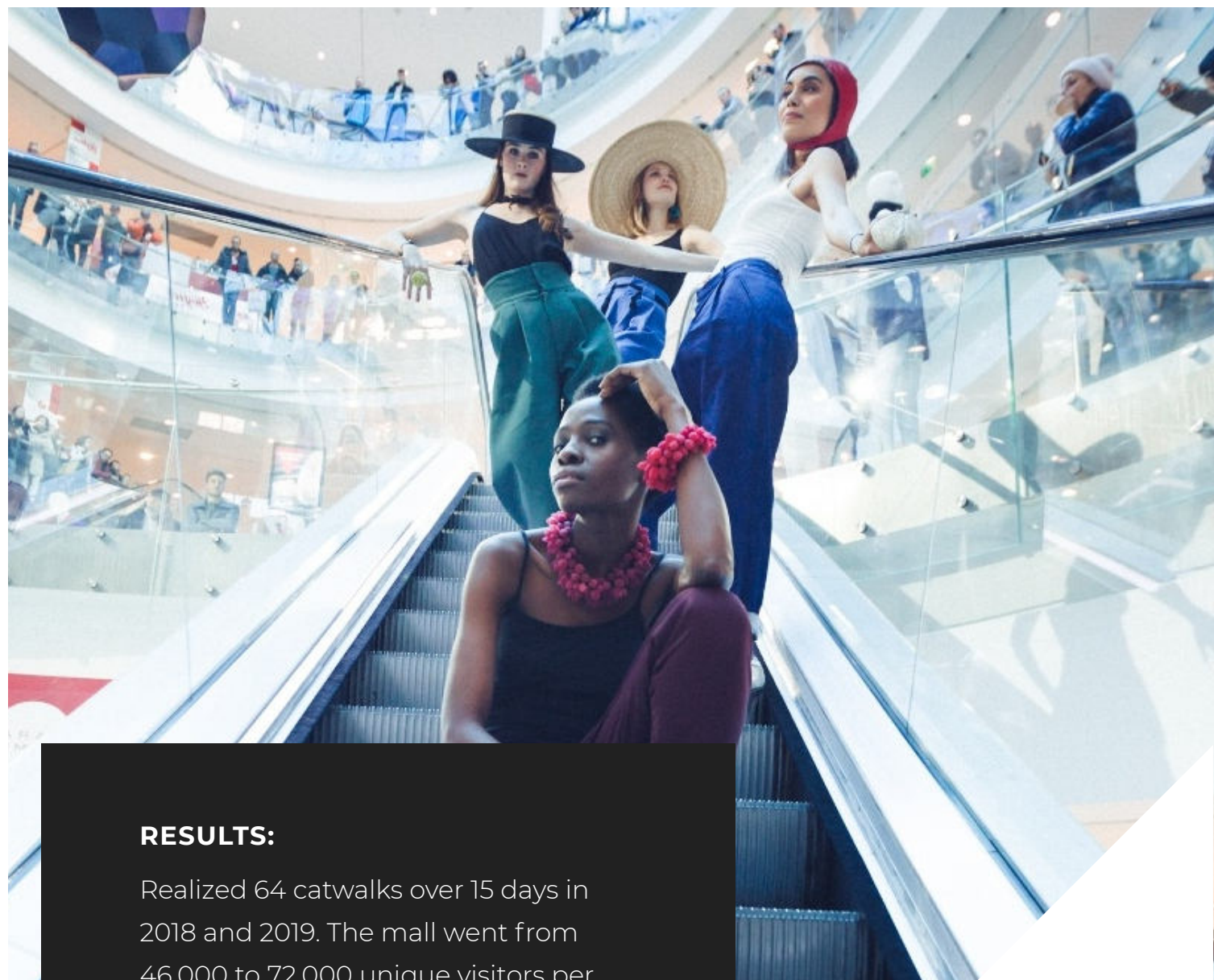
Created, managed, and produced catwalks with the best French emerging designers. Managed selection and styling. Produced videos and photo shoots. Created and oversaw visual merchandising. Co-realized all communication and marketing tools creation. Worked closely with the public relations agency, McCann Agency, Beaugrenelle security, and logistic team. Full administration and legal management.

BUDGET:

240,000 €

TEAM:

Managed 62 people.



RESULTS:

Realized 64 catwalks over 15 days in 2018 and 2019. The mall went from 46,000 to 72,000 unique visitors per weekend during the shows. Extensive press coverage from Le Figaro to Le Parisien. **The mall tenants increased their turnover by + 16%.**

La Compagnie de Phalsbourg The Village Outlet

EUROPEAN OUTLET MALL

Lyon (France)

CONTEXT:

La Compagnie de Phalsbourg owns The Village French Outlet. The Village French Outlet is the biggest outlet mall in Europe based in Lyon.

OBJECTIVE:

To optimize traffic and tenant turnover through fashion catwalks.

SOLUTION:

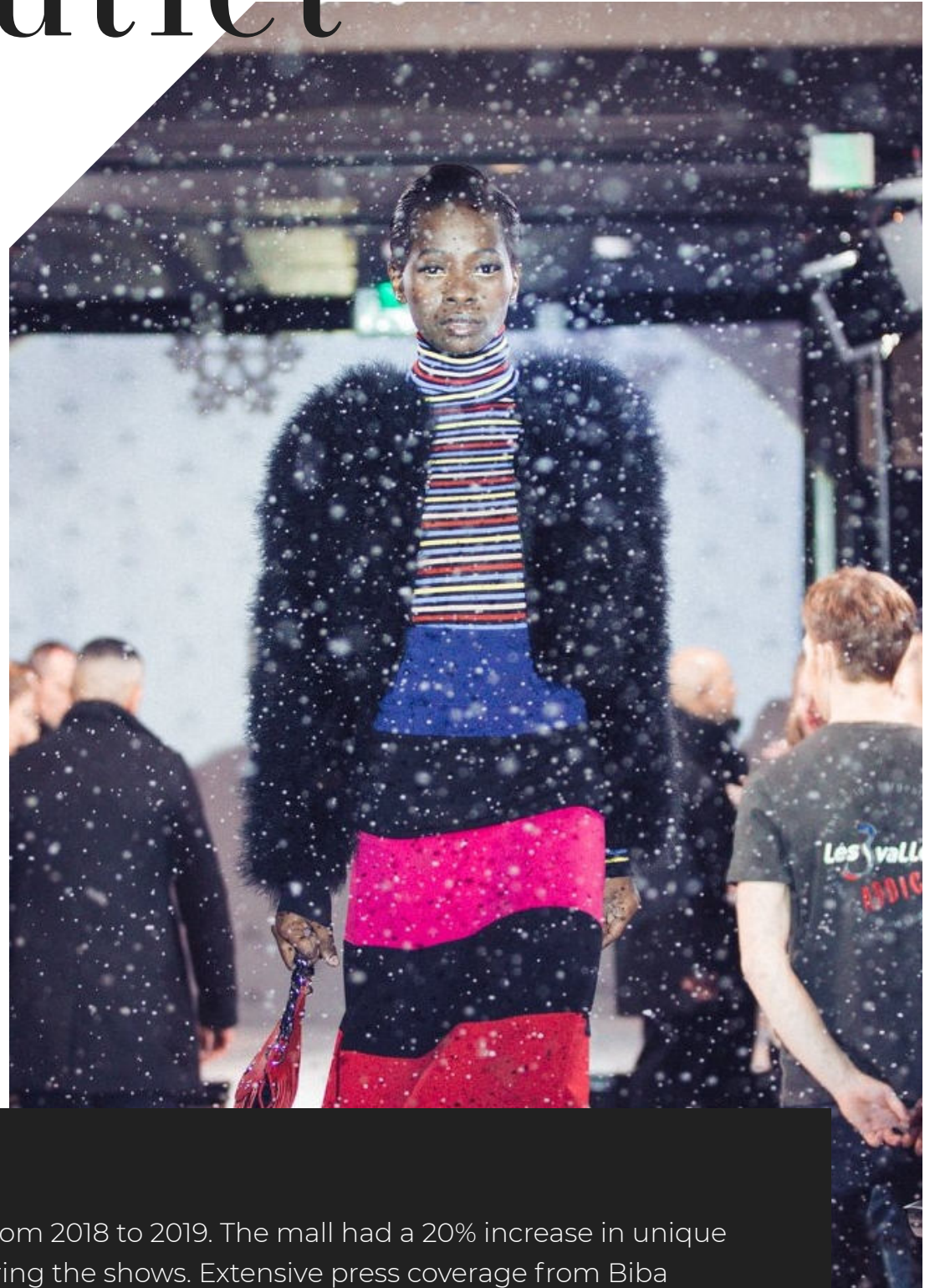
Created, managed, and produced catwalks with emerging local designers. Produced videos and photo shoots. Directed the Village French Outlet security and logistic team. Performed all duties of administration and legal management.

BUDGET:

68,000 €

TEAM:

Managed 34 people per event.



RESULTS:

Realized four catwalks from 2018 to 2019. The mall had a 20% increase in unique visitors per weekend during the shows. Extensive press coverage from Biba magazine to Le Dauphiné. **The mall tenants increased their turnover by + 13%.**

Cofrad Mannequins



MANNEQUINS MANUFACTURER

Paris

CONTEXT:

Cofrad Mannequins is a family group created in 1976, a pioneer in designing, manufacturing, and selling high-end mannequins worldwide.

OBJECTIVE:

To optimize press visibility and to reaffirm the creative positioning of the brand.

SOLUTION:

Trend forecasting research. Art, fashion, and visual merchandising direction implementation. Set up the 3,500 sq. ft. showroom for four seasons. Created new fashion and lifestyle concepts called "La Maison." Selected international fashion designer's collection to style all Cofrad mannequins' collections in coherence with selected trend. Organized and managed all aspects of the launch party. Full administration and legal management.

TEAM:

Managed 25 people.

RESULTS:

Great press coverage in institutional fashion magazines and renowned fashion magazines. **Increase in professional customer visits.**

Aloha Paris



EMERGING FASHION DESIGNERS CONCEPT STORE Paris

CONTEXT:

Luxury concept store Aloha Paris needed an ad campaign with a top international model Noemie Lenoir international.

OBJECTIVE:

To obtain a photo shoot series in phase with the concept store positioning and organize the store launch event.

SOLUTION:

Managed all administrative obligations, partnerships, and legal duties. Managed all art direction. Managed photo shoot production and post-production. Organized and managed all aspects of the launch party with A-list guests. Organized designer collections launch in the concept store during the year with special limited collection edition.

BUDGET:

75,000 €

TEAM:

Managed 6 people.

RESULTS:

40 pictures delivered. Extensive press coverage.

French Touch Magazine

INTERNATIONAL HIGH-END CULTURE AND ART MAGAZINE

Paris

CONTEXT:

The French Touch magazine wanted a fashion section.

OBJECTIVE:

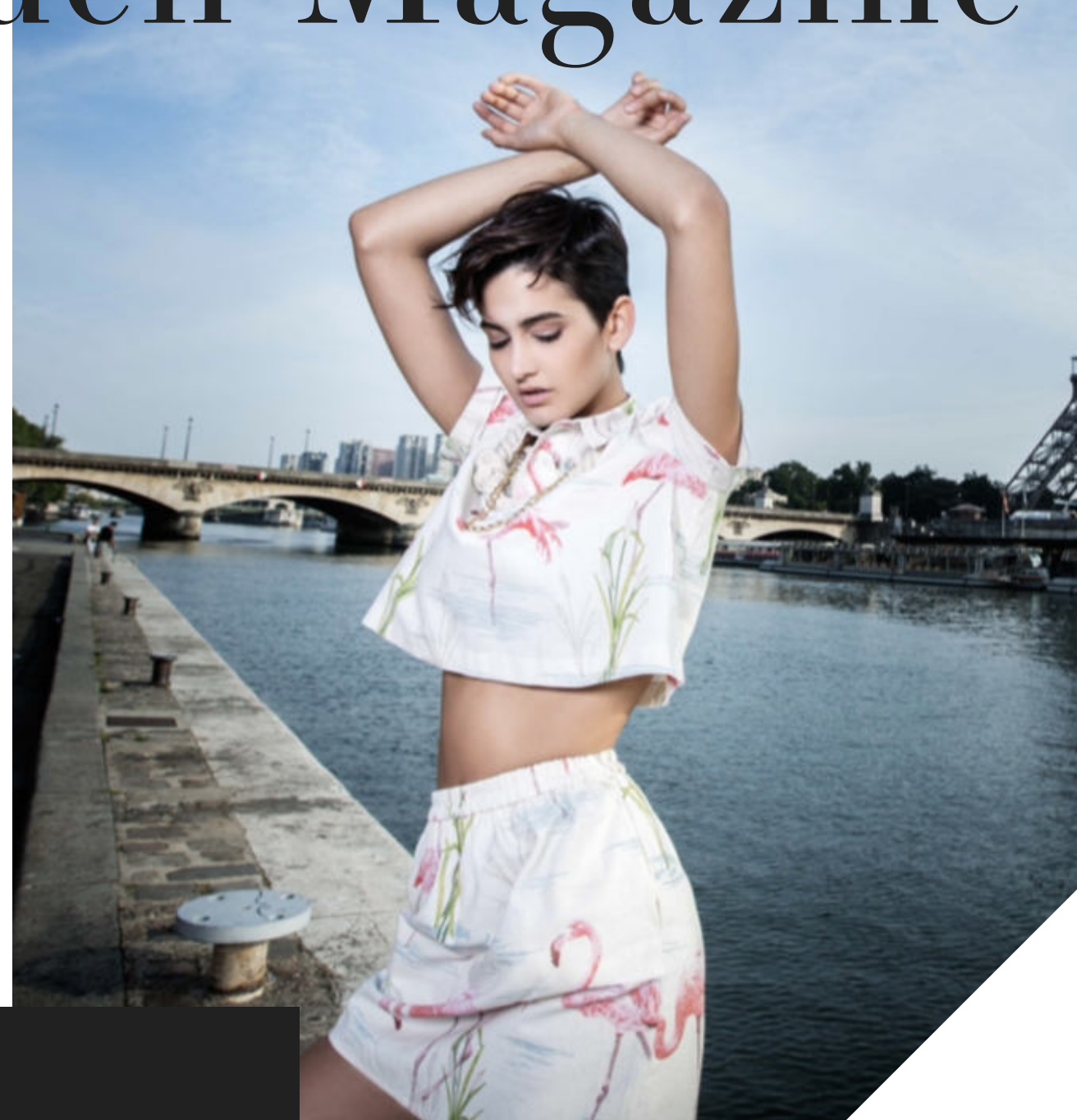
To create and manage the fashion section of the magazine.

SOLUTION:

Directed and produced all fashion photo shoots. Took charge of the reporting and led investigations on fashion designers' discoveries, based on personal trend research. Attended events from catwalks to private fashion and lifestyle exhibitions. Worked closely with the creative content team as a fashion director. Constantly explored new ways of challenging storytelling to increase readers' affective bonds.

TEAM:

Managed 12 people based on issues.



RESULTS:

Participated in increasing the audience **about 13%** over for years.



Others...

BUSINESS AND STYLE LECTURER

MJM Graphic design – Art school – Paris

Style Department: In charge of trend forecasting program (Postgraduate).

e- Merchandising Department: In charge of Fashion Design and Design Management program (Postgraduate).

JURY

La Sorbonne Paris – Law School – Paris

Digital right management law jury for La Sorbonne Paris.



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