

PORTFOLIO

FRANCK RICHARD.

ABOUT ME

I'm Franck Richard, a communication strategist with 15 years of experience in luxury, fashion, and entertainment, forged in Paris.

A graduate of the Institut Français de la Mode I specialize in brand activations, talent management, and celebrity partnerships.

My mission : to create meaningful, lasting connections that elevate brands and talents on the global stage.

I connect creative ambition with strategic influence, to deliver high-impact results.



EXECUTIVE PRODUCER .

KENT & CURWEN SS25

Runway Show | London Fashion Week

2024



- Managed €1M production budget and vendor contracts
- Coordinated creative, technical, and logistic teams in Paris and London
- Delivered premium experience for 230 VIP guests

NINA RICCI FW24

Runway Show | Paris Fashion Week

2024

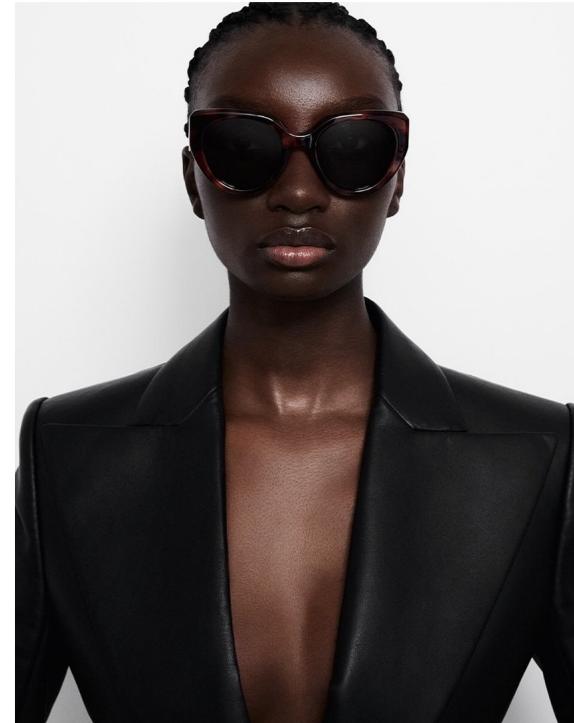


- Produced runway show for 200 VIPs and celebrities (budget 800K€)
- Oversaw logistics, technical setup, and creative coordination
- Ensured flawless execution in line with brand identity and legal compliance

NINA RICCI FW24

2024

Eyewear Campaign *shot* by Vito Fericola



- Oversaw production and creative coordination
- Managed logistics, casting and post-production teams
- Ensured delivery of assets aligned with brand identity

NINA RICCI FW24

Lookbook *shot* by Théo de Gueltz

2024



- Coordinated creative teams including casting, photographer, stylists and HMUA
- Managed logistics and post-production, optimized budget - 15% cost reduction

CO-FOUNDER / IMAGE & STRATEGY DIRECTOR .

NOBLESS COUTURE FW22

Lookbook *shot* by Hugues Lawson-Body

2021



- Supervised casting and selected the shoot location
- Led creative team and oversaw styling and production logistics

NOBLESS COUTURE FW21

Campaign *shot* by Motohiko Hasui

2019



- Led the creative execution of the campaign shot in Tokyo (Japan)
- Handled model scouting, casting, and styling direction
- Coordinated logistics from Paris to Tokyo

NOBLESS COUTURE FW20

Collection Launch *shot* by Stephen Tayo

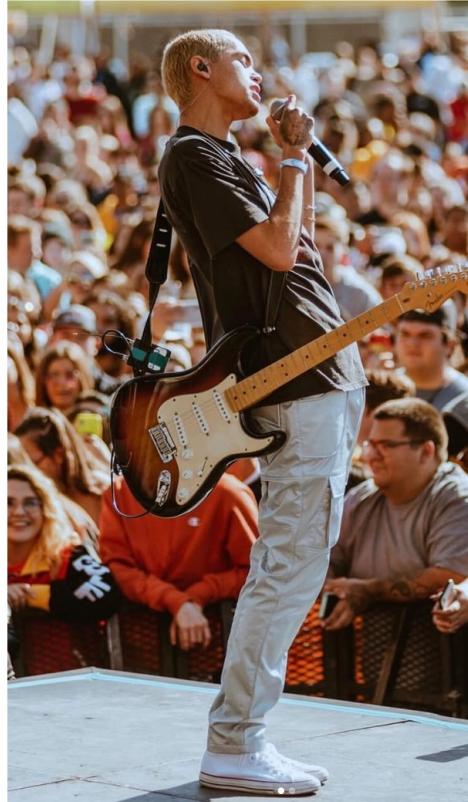
2018



- Oversaw the creative production of the first collection campaign in Lagos (Nigeria)
- Directed casting and location scouting with the photographer
- Managed production logistics and timeline for smooth, on-budget delivery

CELEBRITY STYLING

Strategic placements with global talents



- Worn by Damso, Dominic Fike, Ben Wishaw, Reiji Okamoto, Forest Whitaker
- Featured in music videos, performances and editorial shoots
- Partnerships with agents, stylists and creative teams

SENIOR EVENT MANAGER .

GIORGIO ARMANI PRIVÉ FW 23-24

2023

Runway Show | Paris Haute Couture



- Managed vendors, creative teams and production ensuring seamless execution
- Oversaw budget and optimizing costs while ensuring Haute Couture standards
- Coordinated end-to-end operations from planning and logistics to final delivery

GAURAV GUPTA FW23

Runway Show | Paris Haute Couture

2023



- Coordinated vendors, creative teams and technical including venue selection
- Managed pre-show planning and logistics through to on-site execution
- Monitored budget and negotiated costs while upholding Haute Couture standards

ACCOUNT DIRECTOR .

AMFAR GALA

2017

70th Cannes Film Festival | Cap-Eden-Roc Hotel



- Coordinated photographers' coverage for the exclusive amfAR Gala (800 VIP guests)
- Ensured seamless liaison with top-tier celebrities throughout the event
- Supervised image editing and selection from the high-profile auction and gala

FENTY x PUMA by RIHANNA

2017

Runway Show | Paris Fashion Week



- Coordinated photographers's coverage for Rihanna's first Fenty x Puma show
- Managed client expectations and guaranteed timely delivery
- Supervised image editing and selection for top-tier fashion publications

CELEBRITY & TALENT AGENT .

LUKA SABBAT | Model & Fashion Influencer

2017

Fashion Talent Management



- Curated front-row access during Paris Men's Fashion Weeks FW18 & SS18
- Secured invitations to top luxury shows including Dior, Louis Vuitton and Balmain
- Managed overall Fashion weeks presence including events and strategic networking

FALLY IPUPA | Global Music Artist

2016

Image Management

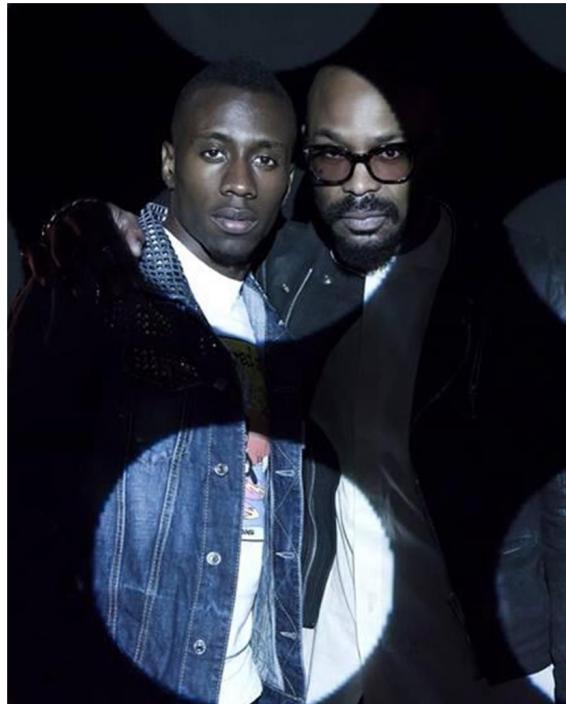


- Styled Fally Ipupa for the «Kiname» music video feat. Booba, blending luxury codes
- Negotiated wardrobe collaborations with leading fashion brands
- Supported visibility efforts across global music scene

BLAISE MATUIDI | FIFA World Cup Champion 2018

2010-2015

Brand & Image Management



- Managed Blaise Matuidi's image and PR strategy, negotiated major endorsement deals
- Managed image rights and secured partnerships with top luxury brands and magazines
- Built and amplified personal brand influence through strategic digital campaigns

STRATEGIC STUDY .

Strategic Study | Virgil Abloh



institut FRANÇAIS de la MODE

- Strategic analysis of Virgil Abloh's influence on contemporary luxury fashion
- Exploration of innovation and branding levers in emerging luxury markets
- Project completed as part of the Global Executive MBA at Institut Français de la Mode

Contact.

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 Open to global opportunities
