

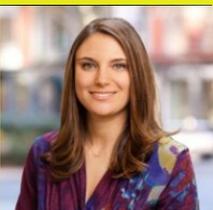
Luxury Daily™

THE NEWS LEADER IN LUXURY MARKETING

www.LuxuryDaily.com

A CLASSIC GUIDE
December 2014
\$695

Classic Guide Luxury Women to Watch 2015



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Welcome

Luxury Daily's Luxury Women to Watch 2015 list honors smart women executives who are set to make a difference in luxury marketing and retail in 2015.

As with their predecessors in years past, this cut of honorees shares the same qualities: dedication to craft, ambition, leadership potential and educator.

These executives are also quite aware of their role-model status as luxury marketing becomes a more welcoming and appealing career option for talented women.

This list includes executives from Bentley Motors, Net-A-Porter, Four Seasons, Bang & Olufsen, Baume & Mercier, Swarovski, Christie's, Guerlain and Jaguar Land Rover North America.

Also honored this year are executives from L2, Ghurka, Shangpin, Savile Row Society, Backes & Strauss, LiveLux, .Luxury, Merkle, The RealReal, Martini Media, Pinkwater Select, Mode Design Group, CORE, UK Trade & Investment, Accessory2 and Fashionbi.

Winning hand

Picking the 25 smartest women with potential was not easy. Luxury Daily invited readers to send in their nominations. The Luxury Daily team also had its own table of candidates.

Once the deadline expired, the Luxury Daily team judged the nominees on their merits and whittled the list to those who showed the most promise to push the luxury envelope in 2015.

The list's responses to questions confirm their choice.

While the realities of an emerging medium are acknowledged, so is luxury's place in the multichannel marketing and retail ecosystem.

THANK YOU to the Luxury Daily team and our awesome art director for their nominations and judging.

All judging was based purely on merit and potential to make a difference.

Please read this guide cover to cover. These Luxury Women to Watch are set to distinguish themselves even further in 2015, no doubt realizing that luxury marketing and retail's ultimate job is to move product across category.



Mickey Alam Khan
mickey@napean.com

Danielle Bailey

Lead Researcher

L2

New York



"Providing senior leadership opportunities will continue to attract and retain women to the industry"

What do you most like about your job?

Like me, my job is a mix of calculation and creativity. One day I'll be crunching hundreds of rows of data and the next day I'll be on a stage talking to hundreds of people about the arrival of Alibaba or the digital disruption in retail.

The dynamism of digital ensures that I'm always learning and the ability to think critically about the things I use everyday – from the Internet to Instagram – keeps me engaged. Digital provides me with a window into other parts of the world. Innovations in markets like China and developments across Africa serve as inspiration.

What is the biggest challenge in your job?

Digital is constantly, rapidly changing. Staying ahead of the wave is the biggest challenge. Coming up with creative ways to measure performance for new platforms, new industries and new geographies is both the trick and the treat in what I do.

What is your work priority for 2015?

I am leading L2's charge to continue to be a world-class, data-based intelligence firm providing the definitive global digital benchmark.

My focus is on establishing relationships with data partners and undertaking technology initiatives that will enrich our approach, deepen our analysis and increase the frequency with which we produce research and touch our members. Finding like-minded organizations that love data, storytelling, and making information action-

able is the priority.

What will it take to attract more women to luxury marketing and retail?

The ranks of the luxury organizations that we work with are filled with talented women. Providing senior leadership opportunities will continue to attract and retain women to the industry.

Your proudest achievement in luxury?

My proudest achievement in luxury is having been a part of the early team at L2. I remember at one of our first events a luxury marketing manager proclaiming that their brand would never be on Facebook because people who shop at Walmart were on the platform.

Today we see luxury brands with some of the largest and most engaged social communities and more importantly not just social, but digital as a whole has transformed the way that luxury brands do business. To have been a small part of the work L2's done in the last five years to help evolve the thinking about digital, to arm organizations with data and best practices, and to influence their strategies is incredibly rewarding.

On a personal note as the least luxury person at L2, the fact that I now both can recognize and have an appreciation for a Céline bag is a major accomplishment. ■

Pam Bristow

EVP, Marketing and Brand Strategy
Ghurka
New York



"I think it is important for younger women to see the unique opportunities available to females in this field"

What do you most like about your job?

The best part of my work is the ability to collaborate with my incredible team. All are absolute specialists in their respective fields – from design to merchandising to strategy to finance. There is no underestimating the success and job satisfaction that comes from having such an inspiring and talented group surrounding you.

What is the biggest challenge in your job?

Saying no. This is a discipline. I am a big idea person – all about vision and possibility. Nothing gets me going more than a great brainstorming session on what's possible. But years of experience have taught me that equally important to vision is not overestimating your bandwidth.

"Do Less Better" has been my mantra over the past few years. Vision kicks off the battle but focus wins the war.

What is your work priority for 2015?

To continue develop programming that truly adds value to people's lives. Luxury is the perfect vehicle to deliver expanded awareness of social and environmental issues, arts and culture, and more.

I am working to infuse all I do with greater purpose. I think the industry as a whole has begun to understand that commerce and contribution are not mutually exclusive.

What will it take to attract more women to luxury marketing and retail?

I think it is important for younger women to see the unique opportunities available to females in this field. I am working with my children's high school on a young women's career project that will expose groups of high school juniors and seniors to the various female-executive-heavy organizations that offer terrific opportunities to our sex.

Understanding at a young age that you don't have to trade the traditionally feminine pursuits of elegance, beauty, grace and design for career prowess is really important.

Your proudest achievement in luxury?

I have two. The first is being able to lead the resurrection and relaunch of Ghurka – and reinstate it in its rightful place in the market.

The second has been my role as creative director with the incredible team at JCK and Reed Exhibitions, where I am working to redesign the fine jewelry commerce experience at the annual JCK/Luxury show that takes place each year in Las Vegas. It's a true privilege to work with such experts and such venerable jewelry houses. ■

Claire Chung

VP, International Business Development
Shangpin
Shanghai City, China



"The digital revolution in marketing is very much aligned to women's natural strengths"

What do you most like about your job?

The aspect I love the most about my job is serving as a bridge builder between China and the thousands of international brands that want to enter the unique retail space here. It's truly a front row seat to a very significant retail revolution.

I also have a once in a lifetime opportunity to experience first hand, the unprecedented rise of the Chinese middle class. This prosperity has never before been matched in China and this segment of consumer will become the world's largest market as millions of people increasingly desire, and are now able to afford international fashion and lifestyle. Chinese women have also come a long way, and fashion is an enormous part of that story. Witnessing this transformation means a great deal to me. My grandmother was the last generation of women repressed with bound feet. It's incredible to see the rise of a new generation of women expressing their individuality via style – including the shoes on their feet. Every time we sell a Sergio Rossi shoe, I think about my grandmother and smile.

What is the biggest challenge in your job?

To explain the unusual conditions of the Chinese online market and Chinese consumer is no quick task. The Chinese retail landscape is vastly different than the rest of the world. It can be challenging to get brands to open their minds to the 'reality' of China and implement new strategies different than those they use in other parts of the world. This makes it critical for me to access very

senior C-Suite executives to explain these realities at the strategic level in order to get the company's buy in for all elements of execution.

What is your work priority for 2015?

To further extend our international brand portfolio. We're thrilled to currently bring Topshop online into China. The Chinese consumer is a quick learner and their economic spending power and sense of style evolves very quickly. So creating multiple pipelines for brands to reach them is important. This includes mobile – which is essential to making sure brands can deliver great style to shoppers. Part of our priority for 2015 is continuing to make the mobile experience impactful and relevant.

What will it take to attract more women to luxury marketing and retail?

The digital revolution in marketing is very much aligned to women's natural strengths. One of the main areas I see this is in the proliferation of social media. Social media marketing is a concept built on the ability to share – a characteristic that is so integral to most women.

Your proudest achievement in luxury?

My proudest achievement is to have persuaded Europe's oldest luxury brand, Lanvin, to launch their e-flagship store on Shangpin.com. This was an anchor brand, which initiated a new business model for ShangPin. Bringing on Lanvin lit the fuse, which has since led to branded "shop in shops" and paved the way for other brand launches, including Topshop in September this year. ■

Lisa Dolan

Founder/CEO
Savile Row Society
New York



"The time commitment involved in developing a lasting brand is incredible. Women can make it if they put in the time and all their heart into it"

What do you most like about your job?

I love meeting new, passionate people who live to create a quality product. Such passion and pride in what you create is hard to find. Working with such inspired people is very special.

our Savile Row Society private label custom suiting and shirting samples was also very exciting. ■

What is the biggest challenge in your job?

If it were easy, everyone would do it, right? Every day there is a new challenge. In mini crises, there is opportunity. I never know the opportunities a day will bring.

Starting a start-up company that prides itself in a quality, luxury product and service and to meet our clients' expectation always comes with challenge.

What is your work priority for 2015?

Spreading the word of SRS – an online/offline men's personal shopping business.

What will it take to attract more women to luxury marketing and retail?

There are a number of women in marketing and retail. It is an attractive field for women but not at the designer or C-Suite level. It entails a lot of time to develop a luxury brand. The time commitment involved in developing a lasting brand is incredible. Women can make it if they put in the time and all their heart into it.

Your proudest achievement in luxury?

My proudest achievement is making my customers happy, delivering a luxury service. The first time, we got

Sorya Gaulin

Director of Global Corporate Public Relations and Social Media
Four Seasons
Toronto, Canada



"Work life balance, flexibility and alignment between personal and corporate values are increasingly key criteria not just for women, but for all employees"

What do you most like about your job?

I love that I get to have this unique opportunity to work at the intersection of luxury and travel, working with a brand that's trusted and continuously evolving with its consumer.

By virtue of its global scope and the nature of its business, it is also a brand that's rich in stories which is a marketer's dream. And finally, because I oversee fast moving disciplines of marketing - social media, public relations, email promotions marketing. I am constantly learning and exposed to new approaches which keeps me interested.

What is the biggest challenge in your job?

Switching from the right to the left side of the brain and back. I work with an incredibly talented and creative team and we get excited about new ideas that come our way.

But we are also results oriented so the key for me is to identify key priorities and keep the team focused on these objectives while at the same time, staying alert and open to fresh ideas and unique opportunities that surface. Sometimes, these come around only once so it's important to recognize them when they pop up.

What is your work priority for 2015?

Further cementing the leadership position of Four Seasons in global PR and social media. It's getting more competitive and the only way to contin-

ue to differentiate ourselves is to be innovative in ways that ultimately add value to our guests and our other stakeholders.

Having our fingers on the pulse of fast evolving platforms, leveraging data and insights in a strategic fashion and always finding that nugget that makes the story relevant is how we hope to achieve this.

What will it take to attract more women to luxury marketing and retail?

Before working for Four Seasons, I held senior positions in leading retail companies and my experience has been that women are already well represented at the senior levels, at least in Canada.

But in general, it seems work and life balance, flexibility and alignment between personal and corporate values are increasingly key criteria not just for women, but for all employees nowadays, especially the millennials.

Your proudest achievement in luxury?

I feel proud of having implemented over the last seven years new approaches and innovation to marketing, social media and PR at Four Seasons, at having built a great team and at contributing to their career growth. Together, we have earned notable accolades within the luxury, hospitality and digital marketing space for our best in class work. ■

Sarah Curtis Henry

Vice President of Marketing, PR and Education
Guerlain
New York



"Women have influenced, and in many cases, guided the creation of some of the most well-known and successful luxury brands"

What do you most like about your job?

I have spent the majority of my career in luxury goods and services and am most passionate about creating unique and unforgettable experiences for consumers. Luxury goes beyond quality and expertise to the creation of experiences, affinity with brand culture and lifestyle. It is exciting to be part of a beauty brand at the pinnacle of luxury with its storied history, exceptional craftsmanship and powerful storytelling. I enjoy the challenge inherent in respecting Guerlain's DNA and deeply French history, while pursuing the goal of creating a stronger connection with the U.S. consumer.

What is the biggest challenge in your job?

The Shalimar fragrance franchise is the most iconic Guerlain product line in the U.S. and the most widely distributed. The greatest challenge is raising awareness of Guerlain beyond Shalimar and recruiting new consumers via fragrance, skincare and makeup in a highly competitive beauty market. We can respect the historical icons while introducing consumers to a more modern expression of Guerlain.

What is your work priority for 2015?

The size and growth of the U.S. prestige beauty market is fertile ground for Guerlain. I look forward to moving full speed ahead on our strategic objectives, which include the continued modernization of the brand's image in the U.S., driving brand awareness and recruitment, and introducing new products and services that cast the brand in a new light.

When it comes to education, we are focused on enriching the curriculum and raising the level of engagement with our brand representatives in-store and online. We want to ensure that the customer experience is exceptional and unforgettable no matter the locale or point-of-sale.

What will it take to attract more women to luxury marketing and retail?

It is important to note that women have influenced, and in many cases, guided the creation of some of the most well-known and successful luxury brands. I believe that the beautiful brands we have the privilege to represent in luxury marketing and retail will continue to attract women.

Your proudest achievement in luxury?

My proudest achievement in this role thus far has been leading the evolution of Guerlain's brand strategy in the U.S., an especially delicate exercise when applied to a brand that has been a leader in creativity and innovation since its inception in 1828.

It has been a pleasure to collaborate with a passionate and entrepreneurial team on defining the vision and laying the foundation for a way forward. We have an environment that allows for creative thinking and every team member at any level to contribute. It has been an extraordinary opportunity to lend my experience, creativity and ideas to a brand that I have long admired. ■

Laetitia Hirschy

Head of Marketing and Communications
Backes & Strauss
London



"In the long-term, if we want to see gender equality in the workplace we need to see a shift in attitude brought about by education"

What do you most like about your job?

Seeing timeless pieces come to life and bringing joy to clients around the world for years to come. As LVMH's chairman and CEO, Bernard Arnault once famously said: 'I don't know if we will still use Apple products in 25 years, but I am sure we will still be drinking Dom Pérignon.' This rings true throughout the industry as whole but especially in hard luxury. As the saying goes, diamonds are forever.

What is the biggest challenge in your job?

Saying no. It's a lot easier said than done.

What is your work priority for 2015?

We have observed an increasing demand from our customers for bespoke craftsmanship. As far as we are concerned, from this year and the years ahead this is an area we are very much focusing on. We feel we have established a platform and benchmark in our bespoke capabilities and we want to encourage our clients to challenge us to push our boundaries further.

What will it take to attract more women to luxury marketing and retail?

The luxury industry is ideally suited for women, so the real challenge is not attracting women to the industry itself, but rather retaining and promoting them to leadership positions. This is particularly true in hard luxury, where men occupy the majority of senior positions.

In the long-term, if we want to see gender equality in the workplace we need to see a shift in attitude brought

about by education. At a corporate level, companies need to be more proactive about supporting and developing their best talent regardless of their gender.

Your proudest achievement in luxury?

Given my optimistic nature, I like to think that it has yet to come. That being said, aside from being the only Swiss woman listed as one of the Luxury Women to watch in 2015, I am particularly proud of the fair trade designer jewelry line I launched when I was 27-years-old. ■

Heather Kaminetsky

Vice President of Marketing for the Americas
Net-A-Porter
New York



"We inspire each other daily with new ways of thinking about retail, luxury and marketing. Women should be fearless in these realms"

What do you most like about your job?

Connecting with our customers. Be it through our impeccable service, where we deliver curated product to their doorsteps with same-day delivery, or through our award-winning content, where we integrate their lifestyle into their shopping experience. Engaging with our customers through these channels keeps my job interesting, fresh and always evolving.

Launching Porter magazine was a great example of this. We listened to our customers, who told us that we were touching them at all points in their lives, except in print, which was still a big part of their daily media consumption. With this in mind, we went launched PORTER to not only continue delivering world-class content, but to also engage with our customers through another vehicle.

What is the biggest challenge in your job?

Technology is moving so fast, and the way that customers are engaging with and leveraging technology to consume media, shop and enhance their lives is changing every single day.

Our challenge is to stay ahead of these technologies and continually integrate next generation capabilities into our offerings. Knowing what the next big thing in tech is, and evaluating its benefits for our customers and our business remains a crucial task for us.

What is your work priority for 2015?

Continue growing our presence in the Americas, in a way that both resonates with our current customers as

well as attracts new ones. We want to expand upon the success we've experienced so far with launches such as beauty and Net-A-Sporter, and continue enhancing our service offering in new and innovative ways.

What will it take to attract more women to luxury marketing and retail?

I am lucky to be a part of an amazing team of incredibly intelligent, motivated, unique women. We inspire each other daily with new ways of thinking about retail, luxury and marketing. Women should be fearless in these realms.

I always tell my team to act now, apologize later. It's important to push the envelope consistently in a way that not only drives the business forward, but encourages others to think about marketing, retail and ecommerce differently.

Your proudest achievement in luxury?

My team. You're only as good as the people you work with, and I am incredibly fortunate in this sense. ■

Debbie Kiederer

Chief Strategy Officer

LiveLux

New York



"Giving women the opportunity to engage in ground breaking and innovative opportunities will attract the smart, visionary talent the luxury market needs"

What do you most like about your job?

I love envisioning the future of design and technology. We have arrived at a uniquely exciting time where luxury brands can finally have confidence in technology to exemplify their essence.

Gorgeous, highly functional interfaces we're able to create now weren't possible a few years ago. We've anticipated this moment and are poised to revolutionize customer experiences.

What is the biggest challenge in your job?

Getting it all done on a daily basis, I constantly have to re-assess my priorities. Work life integration replaced work life balance for me ten years ago - as my family, career and community commitments all melded into one. We are challenged to set our own boundaries and dare to turn off our phones. With everyone today needing immediate gratification, I have committed myself to being fully present to the mission at hand but it continues to be a work in progress.

What is your work priority for 2015?

My priority is to focus on helping brands grow - telling compelling visual stories by delivering exceptional user experiences in both B2B and B2C environments; and providing outstanding program management opportunities. We are also concentrating on educating our clients to better understand the rapidly changing customer journey that will continue to impact retail over the next decade.

What will it take to attract more women to

luxury marketing and retail?

Giving women the opportunity to engage in ground breaking and innovative opportunities will attract the smart, visionary talent the luxury market needs today. I think once you work in the luxury sector, there is no turning back, because the possibilities for growth and change are endless. Fashion-tech is here to stay, and that should be an important factor in enticing the right candidates.

Your proudest achievement in luxury?

We spent 2013 understanding the new customer journey by listening to brands, store associates, retailers and luxury consumers. Their combined feedback along with our unique view of the future of retail created an intuitive and easy-to-use shopping experience.

We immediately saw results with our pilot programs. With the re-launch of our iPad app in 2014 - LiveLux.com - we provide a high-touch experience with a personal shopper via live, real-time video - accessible anywhere in the world. ■

Monica Kirchner

CEO

.Luxury

Beverly Hills, CA



"Ultimately getting more women involved in luxury marketing is going to take the same kinds of rethinking as in other fast-track industries such as law"

What do you most like about your job?

When you are building a business, every day brings new challenges and unexpected positive surprises. I love the fact that I am working in a cutting edge area—bringing technology, content and commerce together online in an industry I am passionate about. I am a consumer and fan of the craftsmanship, quality, and marketing that helps position truly differentiated living.

What is the biggest challenge in your job?

My biggest challenge is building luxury industry and consumer awareness around what has been called the biggest change to the Internet since its inception—the introduction of a wide variety of new top level domains. The fact that wide choice now exists when selecting a domain name presents a tremendous opportunity but also a significant education gap that we are working to close everyday. These new web site extensions allow online content to be organized into a series of relevant, focused and differentiated communities.

What is your work priority for 2015?

At this point we are still early in developing awareness for .luxury. Despite an extensive distribution infrastructure that we have put in place globally over the past year, we continue to focus on targeted marketing and public relations activities that will help educate, inform and inspire luxury brands, especially in verticals with early adoption such as real estate, travel and design, to join our community and to enhance their online presence.

What will it take to attract more women to luxury

marketing and retail?

Ultimately getting more women involved in luxury marketing and retail is going to take the same kinds of rethinking that have begun to shape the approach toward attracting and retaining women in other fast-track industries such as law or investment banking, both of which I did early in my career.

That rethinking involves more targeted marketing to women—being more focused on providing the invitation and education required to inspire interest in a fast-track, luxury-oriented career. Further, those that are running businesses seeking more women in their workforce need to help champion internal mentorship programs, modify work policies that limit the flexibility women need as they progress through their careers and seek to find some balance between work and family.

Your proudest achievement in luxury?

I would have to say that successfully launching the .Luxury domain after years of many twists, turns and complexity is tremendously satisfying. But perhaps even more so has been the response we have gotten thus far just a few months into our launch — with more than 600 luxury brands registering names in our community.

Nearly every day, brands and consumers are increasingly waking up to the exciting possibilities ahead in an online space totally dedicated to what they are about — all things luxury. There is so much to do, but the best days are clearly ahead of us. ■

Kristy LaPlante

Associate Director of Digital Strategy
Merkle Inc.
New York



"We need to publicly embrace the emotion that women bring to leadership roles"

What do you most like about your job?

I love the variety I experience at an agency, spanning my reach across fashion, travel, retail, packaged goods and finance sectors. My work is data-driven, and there is something remarkable about being able to identify untapped market opportunities for my clients, pushing the envelope in calculated yet creative ways.

What is the biggest challenge in your job?

Mitigating change. In digital marketing, change is a constant condition that requires marketers to find innovative ways to honor the brand aesthetic within an increasingly on-demand environment. There is no denying that consumers experience the brands they love online, a fact that will be increasingly true 15, 20, 30 years from now. To succeed, luxury marketers need to continually evolve their processes and be open-minded toward the emerging narratives that digital channels create.

What is your work priority for 2015?

My work priority is to maintain exclusivity for my clients and manage toward success amid intensifying international economic pressures. 2015 is shaping up to be an interesting year, and it will be exciting for the brands who can navigate through its ups and downs.

We are already seeing the effects of a stabilizing domestic economy, of a growing, travel-minded middle class in China, and of the power struggles affecting Russia and Hong Kong. Global spending patterns are due to ebb and flow as a result, and I firmly believe that the winners will be the businesses that can break through the noise and

create meaningful experiences for consumers, wherever they are. The integration of data, business processes and marketing management will be fundamental to success in the coming year.

What will it take to attract more women to luxury marketing and retail?

We need to publicly embrace the emotion that women bring to leadership roles. Too often, we confine our image of women within a limited context of femininity. This needs to change – luxury and retail marketing is an exciting, calculated, intense industry and we need smart women with passion to lead it.

We should enable young women to study science and math alongside art, helping them pursue careers in technology and management with encouragement from both male and female mentors. We could also stand to restructure the way we define the workday, and make it easier for all career-driven individuals, men and women, to raise children without sacrificing their professions.

Your proudest achievement in luxury?

There have been so many moments in my career that have been impactful and memorable for me, but my proudest achievements are the achievements of my clients. As an agency representative, I've had the great fortune of working alongside iconic brands like Ralph Lauren, Kate Spade, Elie Tahari. It's exhilarating to achieve national scale for a boutique client, or help an established designer recognize their untapped online revenue potential. ■

Rati Sahi Levesque

Chief Merchant
The RealReal
San Francisco



"Smart and driven women want to feel challenged on a daily basis, so the key is fueling reinvention in the luxury space"

What do you most like about your job?

I love the creative process that goes into carefully merchandising each and every sale that goes on the site, as well as giving our customers access to the world's most beautiful and unique luxury items.

Most of all, I love that moment when I'm telling someone about The RealReal and I see the light bulb go off, and the excitement in their eye when they understand how we are really disrupting the luxury market.

What is the biggest challenge in your job?

We are reinventing the luxury industry, so with that, comes new and different challenges every single day, across all channels of the business. Our model is unique in that we take possession of all items up front and we get a high volume of 2,000-plus products every day, most of which we turn around in three days, so we're faced with a constant operational challenge.

But, it is what makes coming to work every day exciting and invigorating, and fortunately represents the fast growth we're experiencing.

What is your work priority for 2015?

For 2015, we will be really focused on growing our fine jewelry and men's watch categories, which already make up 20 percent of our overall business, so we feel confident in the potential there.

Our new fine jewelry and watch category director, Mi-

chael Groffenberger, will also help fuel further growth here, bringing deep industry experience from Shreve & Co. and Tourneau Watches.

What will it take to attract more women to luxury marketing and retail?

Smart and driven women today want to feel challenged on a daily basis, so the key is fueling reinvention in the luxury space and building more smart businesses focused on innovation. Not only will this attract new, impressive talent, it will keep the smart women in the industry today excited and motivated for the future of luxury.

Your proudest achievement in luxury?

Helping grow The RealReal from inception to the successful, fast-growing company it is today. ■

Julia Marozzi

Head of Lifestyle Communications & Editor of Bentley Magazine
Bentley Motors
Detroit



"The ability for women to integrate their working and personal lives in a manner which does not have a negative impact on their career path"

What do you most like about your job?

The chance to work with inspirational colleagues at Bentley Motors, in the fields of design, engineering, manufacturing, marketing and communications. It is a wonderful group of highly talented people who are passionate about the brand and work together as a team to make Bentley the world's leading luxury car maker. I also edit our customer magazine which puts me in contact with Bentley owners around the world who come from all walks of life. I love the multi-faceted nature of my job, from creating lifestyle experiences and drives for global media, to supporting and promoting my colleagues in our brand extension, licensing and luxury goods activities – we have relationships with a range of partners from Breitling watches to Vertu smartphones, and zai skis, plus a collection of branded goods – and helping to develop the skills of our interns and work experience students.

What is the biggest challenge in your job?

There is no single biggest challenge, they are all important. But ensuring that I use my budget wisely, without extravagance or waste, to complete the many strands of the overall lifestyle strategy for the year, is high on my list. Serving different internal and external stakeholders is also a challenge as demands can be extremely diverse and occasionally conflicting. I think communication is key to resolving most challenges that arise, as people often want simply to be heard and their opinions discussed. A third challenge is time – to think, to plan, to be creative, to do the unexpected.

What is your work priority for 2015?

Integrating lifestyle priorities into the main Bentley business plan for the company, developing lifestyle activities in conjunction with marketing customer platforms and growing our media influencers to include social and digital media, and key target female media. Overall I would like to be acknowledged as stretching Bentley's reach outside the garage and fully integrated through our range of activities and products into the lifestyle of our customers.

What will it take to attract more women to luxury marketing and retail?

More women at board level, in companies that make allowances for the natural pauses that can interrupt a woman's career. Job-sharing arrangements, part-time work when requested. The ability for women to integrate their working and personal lives in a manner which does not have a negative impact on their career path. Pay parity with male counterparts. Mentoring by senior managers to develop skills of management, presentation and planning.

Your proudest achievement in luxury?

I don't really think in this way as I work as part of a team, so any successes should be shared with the people who work closest with me. As a Brit we are rather reticent about trumpeting our achievements. If pressed I would say the launches of new Bentley models in locations around the world, and the development of our bespoke lifestyle events, activities and drives to reach more global media and to attract new Bentley customers. ■

Paige McCrensky

Senior Vice President of Marketing
Martini Media
New York



"Be inspired by the powerful women in retail and luxury marketing, they have a passion for what they do"

What do you most like about your job?

Being part of a growing company where passion sets us apart from others and is palpable 24/7. My role as Senior Vice President of Marketing is to communicate Martini's unique positioning in engaging our advertising partners with the most influential digital denizens on the planet. Having worked with the best of the best media brands in the luxury marketplace, it is inspiring to be surrounded with the most talented, passionate and fun team in the business, and creating meaningful insights and marketing solutions for our partners.

What is the biggest challenge in your job?

Finding more hours in the day.

What is your work priority for 2015?

Continuing the momentum we started in the fourth quarter of 2014 with the launch of The Martini Report: The Affluent Audience Online (Vol. 1 Autos and the Elite). It's the first in a series Martini Media is releasing in conjunction with Ipsos MediaCT, an industry-leading research firm long recognized for expertise in understanding affluent consumers.

What will it take to attract more women to luxury marketing and retail?

Be inspired by the powerful women in retail and luxury marketing to date. They have a passion for what they do, are meticulous with attention to detail, know how to hire well, possess intense creativity and have entrepreneurial drive. It's an industry that thrives on passion and collaboration and embraces women who share those

same ideals.

Your proudest achievement in luxury?

I continue to strive for the next achievement and feel the best is yet to come! Certainly, launching Bloomberg Pursuits and The World's Best Awards at Travel+Leisure were accomplishments I am very proud of along with my years at Time Inc. establishing the Luxury Portfolio. ■

Kim McCullough

Vice President of Marketing
Jaguar Land Rover North America
New York



"I hope to inspire women by sharing my passion for the Jaguar and Land Rover brands, the cars and the profession"

What do you most like about your job?

I love the Jaguar and Land Rover brands, two storied brands steeped in heritage and history. Today, both brands are thriving with cutting-edge engineering and design yet remain clearly connected to their origins. Our owners have a strong emotional connection with these brands, and it is immensely enjoyable to spend time with them.

What is the biggest challenge in your job?

My biggest challenge is that there are only 24 hours in a day. There is so much we want to do, so little time to do it all.

What is your work priority for 2015?

Both brands are on a roll with major product launches, and my top priority for the next year is to maintain their momentum in the marketplace. In just the past couple of years, Land Rover has launched the Range Rover, Range Rover Sport, and Range Rover Evoque. Jaguar just introduced the F-Type Coupe and Convertible. Both brands have big plans for the coming year with exciting new vehicles.

What will it take to attract more women to luxury marketing and retail?

I hope to inspire women by sharing my passion for the Jaguar and Land Rover brands, the cars and the profession. The automotive industry is dynamic and exciting. I have wanted to be in this business since I was a kid. Sharing that passion with others, can show what is possible.

Your proudest achievement in luxury?

We recently developed a program for the launch of the third-generation Range Rover that tapped into the passion of our most loyal owners. I started calling them "Superloyalists." We hosted preview events at the homes of these Superloyalists who invited their friends to attend. Access is the one thing money cannot always buy, and we were able to provide very early access to our vehicles before they even arrived at dealerships. Their enthusiasm was intoxicating and infectious and many of them are now friends. ■

Christine Montalvo

Vice President, International Marketing Director, Luxury Group
Christie's
Boston



"Of the organized luxury events that I have participated in, I am quite happy to see more women in luxury marketing"

What do you most like about your job?

The people. Working with a global team who are at once passionate, dedicated and extremely talented. And, the energy surrounding the auctions in international locations is infectious.

What is the biggest challenge in your job?

Time zones.

What is your work priority for 2015?

Innovate the way we communicate through new media channels. Build our partnership/media network to bring in new clients and evolve the way we position ourselves; as a luxury player in the jewelry, watches and wine markets.

What will it take to attract more women to luxury marketing and retail?

Of the organized luxury events that I have participated in, I am quite happy to see more women in luxury marketing. Where the opportunity lies is in retaining women and mentoring them to achieve leadership roles; which should be a priority for all luxury brands and business alike.

Your proudest achievement in luxury?

Launching Christie's first auction in Mainland China in 2013 as the global marketing lead. ■

Benedetta Moreno

New Business Strategist

Swarovski

Wattens, Austria



"Helping women embrace a career in luxury marketing and retail, or broadly setting up their business, will contribute substantially to the economy"

What do you like most about your job?

Being part of Swarovski with the task of discovering new boundaries to innovate within the high-end fashion-jewelry industry represents what I like the most about my job.

At the age of only 23 years old, I have the fascinating and challenging freedom to explore the most relevant trends mainly in the jewelry sector in order to identify the ones which can be successfully taken into market, also with the use of completely new pioneering technologies.

What's more is that I have the amazing opportunity to do it with the support of incredibly creative and inspired people in a global company which revolutionized the fashion-world, becoming the world's leading producer of precision-cut crystal with a turnover of 2.38 billion Euros in 2012 and 2,350 retail outlets worldwide.

What is the biggest challenge of your job?

The biggest challenge of my job is to balance the innovation desires and needs with the fragmented configuration of the jewelry market and the conservative heritage features of the luxury industry.

My approach as young marketing professional and Hult International Business School Master graduate will help me to equilibrate the right level of creativity, analytical insight and complexity essential when launching new brand concepts; along with the strong international mindset I gained from studying and working in many countries.

What is your work priority for 2015?

My work priority is to explore new promising opportunities in the high-end jewelry industry and to implement a new brand concept for business partners in 2015.

More in detail, my first job task in 2015 will be developing a feasible and successful business-marketing plan to surf the 'big wave' related to sustainable, green and eco-friendly products which is currently predominating the consumers' orientation in many fields.

What will it take to attract more women to luxury marketing and retail?

I believe that helping women embrace a career in luxury marketing and retail, or broadly to setting up their own business, will contribute substantially to the economy. Especially at our current time of rising unemployment.

This will be possible for instance by acting on leavers able to improve the relationship between family and work and by conceding a temporary advantage to female access of the managerial class.

Your proudest achievement in luxury?

My current proudest achievement in the luxury sector is having been invited by Mr. Christoph Feichtenschlager, head of new business fields & spin off management at Swarovski Professional, to join the almost 125 years old austrian producer of luxury crystals as New Business Strategist with the responsibility and pleasure to find new ways to add sparkle to people's everyday lives. ■

Michelle Peranteau

Director of Marketing & Communications
Baume & Mercier
New York



"We need to network with and mentor those young women who are graduating college and beginning their careers"

What do you most like about your job?

I like that no two days are ever alike. One day we are executing a launch event for a new collection and the next time I am in Florida visiting our retail partners in that area. And the day after that I am actively participating in a marketing workshop at our headquarters in Geneva, Switzerland. It all keeps me on my toes.

What is the biggest challenge in your job?

As a global brand and knowing that my key responsibilities are to North America, there are marketing needs, ideas and requests generated around the clock so it is vital to stay focused, prioritize my In Box and be available while maintaining a balance in my personal life.

What is your work priority for 2015?

2014 was a great year for Baume & Mercier wherein we introduced a new advertising campaign, a new look and feel for the brand at retail, and the launch of a new ladies collection, Promesse. Our priority in 2015 will be to continue building on the success we have created this year and identifying communications platforms for the message of celebration and Baume & Mercier.

What will it take to attract more women to luxury marketing and retail?

I believe that in order to attract more women to luxury marketing and retail, we need to network with and mentor those young women who are graduating college and beginning their own marketing careers. It is up to us to model the way to a career path that is filled with creativ-

ity, quality and so many talented women.

Your proudest achievement in luxury?

Having worked in the luxury jewelry and watch business for 15 years now, I can honestly say that one of my proudest achievements is my own jewelry box for I am proud to own and wear so many jewelry designers' product and a watch of such high quality that it will be a pleasure to wear it for years to come. ■

Royce Pinkwater

Founder/CEO
Pinkwater Select
New York



"Women are a powerful resource, and they already have a solid presence within the luxury industry"

What do you most like about your job?

I love that my job is so dynamic: constantly challenging, creative and very rewarding.

I work very closely with our clients, ensuring that we invest in the best opportunities for them, whatever location and property type it may be. I have done this successfully throughout my career and my clients have had many financial successes with me.

After 25 years, I saw that a different type of property company was needed. I am having great fun building Pinkwater Select: a new real estate brand based on a powerful interdisciplinary core team, which collaborates with our exceptional global network comprised of the finest property experts in all the key markets.

What is the biggest challenge in your job?

I have found the biggest challenge in my job to also be the biggest pleasure. I insist on finding the very best options for people wherever they may be, and I am a perfectionist about this. Settling is not an option.

What is your work priority for 2015?

In 2015, we are continuing to build the core team, while expanding the reach of Pinkwater Select, which has already grown in such wonderful ways. We are expanding our development division, and creating more great strategic partnerships.

What will it take to attract more women to

luxury marketing and retail?

Women are a powerful resource, and they already have a solid presence within the luxury industry. If you look at the luxury fashion industry for example, you see Maureen Chiquet, the Global CEO of Chanel, Burberry CEO Angela Ahrendts, Ralph Lauren's Executive Vice President Jackwyn Nemerov, J. Crew's Jenna Lyons and Donatella Versace to name a few.

Rather than simply encouraging more women to pursue luxury retail and marketing, I believe that we should shine a brighter light on the women who are currently in leadership positions, and take the initiative to make lasting changes that will ensure other women are given the same opportunity to excel.

Your proudest achievement in luxury?

My proudest achievement is seeing that the luxury real estate market needed a new formula to serve top tier global buyers and sellers. Needed was a powerful team of experts in each key market worldwide working together to source and market the best opportunities available at the top of their markets. I created this at Sotheby's International Realty when I founded the Global Partnership, and I then went on to create a broader based team with Pinkwater Select which has been even more successful. Moving forward I hope to continue to meet these market needs both through connecting the dots between our partners and clients, as well as through pursuing development projects of our own. ■

Gabrielle Rein

Creative Director
Mode Design Group
New York



"Women want to be empowered, seduced and respected by the brand"

What do you most like about your job?

I love the people I work with. I have fantastic clients, designers, and staff members. These talented people make everyday enjoyable. I am also very fortunate to have the level of access and experiences working within the world of luxury provides. Luxury is what dreams are made of and therefore my job is a dream.

What is the biggest challenge in your job?

The day only has 24 hours! Generally I handle a variety of daily tasks outside of creative direction and many times I blink and it's time to go home.

What is your work priority for 2015?

In 2015 we will be refocusing our agency towards luxury goods and offering additional services to clients. There will be an exciting campaign to announce our plans for the future.

What will it take to attract more women to luxury marketing and retail?

How hard can it be to get more women interested in beautiful and expensive things? When it comes to the business of luxury marketing, maybe it's a matter of how we're speaking to women. Women want to be empowered, seduced, and respected by the brand. Christian Louboutin has been wildly successful at giving women what they desire.

Your proudest achievement in luxury?

My proudest achievement to date was designing a line

of jewelry for Milly to be debuted at Fashion Week and sold in luxury retailers. I have since partnered with a very old luxury brand to launch a project in 2015 that will be hard to top. ■

Erin Ryder

Director of Communications
CORE
New York



"There is no shortage of women within luxury organizations. There is a lack of women in decision-making roles"

What do you most like about your job?

Real estate is exciting – it is the lifeblood of NYC.CORE is almost ten years old and growing under the leadership of an incredibly smart founder and CEO. As a boutique, that energy is infectious. It is a great feeling to love what you do.

What is the biggest challenge in your job?

With a number of active projects and high-profile sales at any moment, we have to be selective about what is news and what is not.

Also, not following a formula. Just because everyone else in the industry is saying or doing something does not mean it is right for us.

Luxury has become an overused phrase – especially in real estate. Being mindful of these challenges helps maintain our communication objectives.

What is your work priority for 2015?

To get more people thinking about the real estate market when they're not necessarily looking. It is a great investment – yet too intimidating for most to wrap their head around, let alone in NYC. Working with a great broker can ease that intimidation.

To build our impact, I hope to continue building partnerships with like-minded brands.

What will it take to attract more women to luxury marketing and retail?

There is no shortage of women within luxury organizations. There is a lack of women in decision-making roles.

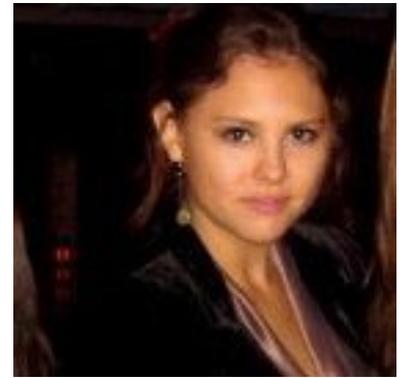
Your proudest achievement in luxury?

I have been fortunate to work with a number of respected brands in the luxury space from cars, hotels, art, fashion and real estate. They all intersect and speak the same language. This range has grown to be an asset.

This year, CORE announced a partnership investment stake with Related Companies that will let us grow strategically, which was a nice milestone to be a part of. ■

Alison Sirkin

Business Development Associate
UK Trade & Investment
New York



"Women are well represented in the industry, but I would like to see more women in leadership roles in general"

What do you like most about your job?

I have the privilege of working with some of the most iconic, creative and innovative brands in the world, providing strategic support to grow British brands' presence in the US. I enjoy the variety of the companies I work with, across the spectrum from major global brands to small, family owned companies.

The Metropolitan Museum of Art Costume Institute has honored British design a number of times in exhibitions including *Anglomania*, *Alexander McQueen*, *Punk: Chaos to Couture*, and most recently, British born Charles James: *Beyond the Dress*. It really speaks to the impact British design has had on the industry, and also to the way Americans have embraced British fashion, culture, music and the arts. I really enjoy having an impact on continuing the legacy of British fashion and luxury in the U.S.

What is the biggest challenge in your job?

One of our biggest challenges is reducing barriers for many of the small-to-medium sized companies we work with. It can be difficult for new brands to cut through all of the noise in a market as saturated as the US. Brand awareness and communicating a story is key for luxury brands, and that can be difficult for SMEs with limited budget and resources.

Facilitating partnerships has been a great way to give clients a leg up. Identifying synergies amongst our clients, cross-sector, has been effective cross-promotion. It

makes a lot of sense for complementary British brands to work together to share their strengths. We're seeing it more and more in formal product collaborations and event partnerships. Outside of that, we work with US department stores on an on-going basis and for key events.

What will it take to attract more women to luxury marketing and retail?

Women are well represented in the industry, but I would like to see more women in leadership roles in general. Luxury and retail have outpaced so many other industries when it comes to women in leadership roles, which is promising. I hope to see this trend continue to gain momentum in the years ahead.

What is your proudest achievement in luxury?

Supporting iconic brands and organizations including the Royal Warrant Holders Association, Walpole Group, and Savile Row Tailors is something I am very proud to be a part of. My proudest moments are seeing the companies I've worked with celebrate success, whether that's launching in a retail store or opening a storefront, it's always exciting. ■

Kimmie Smith

Co-founder/Creative Director

Accessory2

New York



"Luxury allows our natural abilities to thrive. We are great communicators, detail-oriented and able to understand the intricate nuances"

What do you most like about your job?

Accessories, luxury style, brand heritage and statement-driven aesthetic. I truly enjoy creating an enhanced experience in new ways. Whether it's styling editorials and runways, dressing celebrities for red carpets or big moments or working with brands to generate innovative campaigns or creative direction, I get excited from start to finish.

I was fortunate to begin my career learning from the best, working with the chairmen and C-Suite creative from Abercrombie & Fitch, Anthropologie, and Lacoste. This established the importance of the power of attention to detail and brand longevity, effectively merging heritage with new avenues of vision.

What is the biggest challenge in your job?

I am a big believer in attention to fine detail. Details cover so much territory from understanding the needs of the client as it pertains to their goals, how we can inject something fresh and innovative to the project and ultimately ensuring we are strongly gratified by the combined efforts. Timeline management and appropriate checks and balances ensure these details speak from the work, above an endless cycle of challenges. Having the right eye, knowledge, trust, and rapport are essential to being effective.

What is your work priority for 2015?

I look forward to pushing the envelope further with styling shows and celebrities. It will be exciting to curate

more TV segments and guest expert appearances. Growing Accessory2 into more of an accessory-driven house continues to be gratifying.

What will it take to attract more women to luxury marketing and retail?

I think that the luxury industry is one that lends itself to women as it's focused on emotion. It's about being able to translate ideas into the very fiber of a state of mind and feeling. Luxury allows our natural abilities to thrive. We are great communicators, detail-oriented and able to understand the intricate nuances. As women, we can infuse this in a natural and powerful way and it is essential that we continue to operate and take leadership within this space to encourage others to add their vital point of view to the fabric of luxury.

Your proudest achievement in luxury?

I have enjoyed a range of achievements throughout my career. One of the biggest standouts was when I became the spokesperson for Sebago's Women's line and Artisan with their designer program to create my line of Kimmie Smith x Sebago shoes which I sold on HSN. Having this experience has been such an asset when working with a host of brands within the luxury tier. ■

Kathy Thorton-Bias

President
Bang & Olufsen, North America
New York



"Our ability to shape and drive the direction of the luxury business begins with being in the boardroom"

What do you most like about your job?

I am absolutely in love with our brand, its values, and what it stands for. It's what made my decision to take on this role a very easy choice. This is a brand that I've followed and envied for years. The iconic design, concert quality sound and cinematic picture quality is in my opinion the best example of industrial craftsmanship of the 21st century. It's an honor to be part of the team that brings the Bang & Olufsen brand to market.

What is the biggest challenge in your job?

Building brand awareness is something that will help Bang & Olufsen thrive in what has become a very competitive landscape. However, doing so in a way that delivers immediate and measurable results is a challenge. Marketing ROI is becoming more important as brands and companies look to measure the effects of their spending.

What is your work priority for 2015?

Bang & Olufsen is the world's oldest luxury consumer electronics brand- an achievement the company is very proud of. Therefore, my main priority will be to preserve and amplify the legacy of this amazing brand. 2015 is an important year for our company as it marks the 90th anniversary of Bang & Olufsen. My team and I will work to bring this iconic brand to a new generation of consumers, so that it will live on for many years to come.

What will it take to attract more women to luxury marketing and retail?

I believe that women are almost naturally attracted to

luxury marketing and retail. My aim would be to have more women in leadership roles in this field. Our ability to shape and drive the direction of the luxury business begins with being in boardroom.

Your proudest achievement in luxury?

That at the end of the day, I am still excited by the simple luxuries in life - walks with my husband, watching Game of Thrones with my three wonderful sons and taking weekend naps. ■

Ambika Zutshi

CEO

Fashionbi

Milan, Italy



"This is a field, certainly, more male-dominated"

What do you most like about your job?

Being a CEO of a fashion-focused international strategic firm in Italy, at such a young age, not only made me a multi-tasker but a stronger individual too. What I love the most about my role is the opportunity to meet the who's who of the industry on a daily basis, and making an impact on them. What else? I get to brainstorm with the best strategic team this world has ever seen

What is the biggest challenge in your job?

The market of fashion luxury is a tough one. Especially, in Italy, where 100 percent of the businesses are family-owned. Which means, a lot of effort needs to go behind connecting with these people, fix many meetings, convincing them to invest in a strategic change, getting official approvals and such. This is quite challenging.

What is your work priority for 2015?

To go omni. To expand the business further across diverse luxury sectors. We possess knowledge and quiet an expertise in understanding consumer behaviors, especially in the crucial markets such as China & Russia, and deriving the most efficient and targeted strategies to drive the brand's sales. In fact, we're already involved right from the analysis phase to the strategy, implementation to management, with our client brands.

What will it take to attract more women to luxury marketing and retail?

This is a field, certainly, more male-dominated. In my opinion, right from the University onwards, marketing

and retail should be part of any fashion curriculum, to start building interests. Then, of course, offering better wages and a healthy work environment can as well be attractive. And, well, giving away little freebies every now and then won't hurt either.

Your proudest achievement in luxury?

Thanks to our works with the top fashion & luxury brands in the market, I was one of the selected few to make a presentation on omnichannel at a well-known luxury-tech event in Italy – an event where tech moguls like Justin Cutroni from Google spoke. ■