

MARKETING

Jasmine Bina Luxury Woman to Watch 2018

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By STAFF REPORTS

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CEO, **Concept Bureau**, Santa Monica, CA

"Strategy is like an excavation. You dig and dig and dig until a market path is revealed"

What do you most like about your job?

Unearthing new connections. Fashion and luxury have always been a reflection of culture, and with culture evolving so fast today, it's exciting to see how the industry is evolving.

When we find a deep link connection between a brand, its audience and an emerging mentality, it's very exciting. That's where true opportunity lies.

What is the biggest challenge in your job?

Separating the signal from the noise. There can be so many inputs when formulating a brand strategy.

I always say strategy is like an excavation. You dig and dig and dig until a market path is revealed, and that means finding a lot of dead-ends along the way.

Knowing what to pay attention to and what to move past can be very difficult.

What is your work priority for 2018?

Taking more risk, both as a brand ourselves as well as illuminating smart risk for our clients.

In 2018, the brands that are willing to be specific and daring will win. They will be the brands that earn authority.

What is your proudest achievement in luxury?

Strategy for the successful launch of a multinational luxury line in the ultra-competitive parenting space. There were a lot of international stakeholders and a unique business model to incorporate.

Good strategy aligns all efforts across a large organization, and it was very exciting to see that in motion.

How do you see luxury evolving in 2018?

We are going to see consumers reward brands on the fringes even more.

Companies with a specific point of view are going to capture attention and market value, and you don't need to be at the top of the food chain to do that.

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