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## Michele Harriman-Smith – Luxury Woman to Watch 2018

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*Michele Harriman-Smith, CEO, Childrensalon*

By STAFF REPORTS

**Michele Harriman-Smith**

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CEO, **Childrensalon**, London

"We see luxury evolving as more of an experience rather than just the expansion of brands"

What do you most like about your job?

I love getting to know our customers from all over the world and learning about their children and their cultures.

I've always had a passion for beautiful children's clothing and enjoy seeing the beautiful things that have been carefully selected by our buyers go live on the Web site.

What is the biggest challenge in your job?

The biggest challenge we face is our rapid growth and keeping true to the company culture and values.

I take time personally to meet new starters so that everyone knows how we started, what is important to us and that they are valued.

What is your work priority for 2018?

For 2018, Childrensalon's focus will be maintaining our position as market leader in key markets and expanding into others. However, continuing to provide the same high levels of customer service we always do will be the most important thing.

We will also be looking at ways to maximize efficiency throughout the company as well as expanding our warehouse space so that growth happens as smoothly as possible.

Lastly, we will continue to invest in training our current team as promoting from within is so important to us.

What is your proudest achievement in luxury?

Our proudest achievements over the past few years have been winning Drapers' "Best Multichannel Retailer: 25m - 200m Turnover" as well as both Employer of the Year and Best Customer Experience in Kent.

"People Before Profit" is one of our most important values, so being recognized for this was so important to us.

I am also proud to have been nominated as one of the Luxury Women to Watch 2018.

The biggest thing I am proud of is the wonderful team of 300-plus people we have working with us at Childrensalon. Without them we wouldn't have been able to achieve any of these.

How do you see luxury evolving in 2018?

We see luxury evolving as more of an experience rather than just the expansion of brands, although we do expect to see more on the horizon in the future.

We also see more collaborations between different sectors within the luxury market, providing customers with greater ease and service in their lives.

*[Please click here to view the full Luxury Women to Watch 2018 list](#)*

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