

MEDIA/PUBLISHING

## Tammy Smulders leaves Havas LuxHub to lead Vice Media's fashion group

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*Tammy Smulders*

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By MICKEY ALAM KHAN

Millennial-focused Vice Media has snagged Havas LuxHub global managing director Tammy Smulders to spearhead its growing fashion group, acquiring with the new hire expertise in dealing with some of the world's leading luxury brands.

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As president of Vice's fashion group, Ms. Smulders will oversee worldwide expansion of the company's publications such as style title i-D and arts magazine Garage, as well as its production companies and agencies across continents.

### Growth story

Vice's clients in the fashion, luxury and beauty space include Chanel, Gucci, Converse, Marc Jacobs, H&M and Stone Island.

Ms. Smulders is mandated to introduce new offerings across digital, creative, data insights, entertainment and communications initiatives, highlighting the new means of fashion content production and distribution.

At Havas LuxHub, she led a team in charge of work for Herms, Net-A-Porter, Topshop and Topman. She also wrote columns for *Luxury Daily*.

Ms. Smulders will continue to be based in London, overseeing Vice's fashion and luxury operations in offices in that market and New York, Milan and Paris. There are plans to expand to the Middle East, India and parts of Asia.