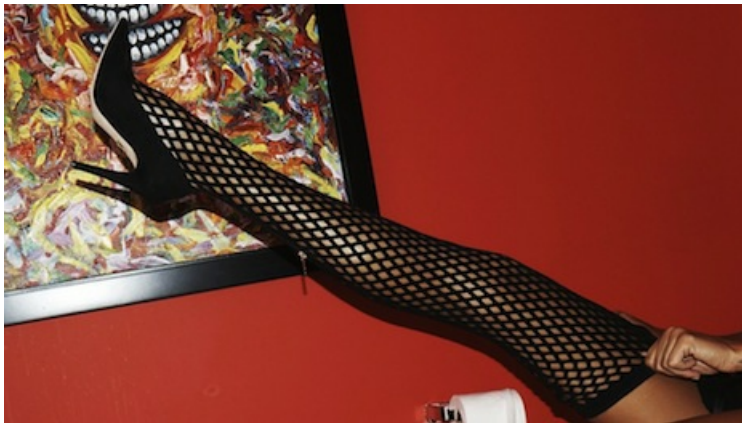APPAREL AND ACCESSORIES

Tamara Mellon hires communications exec from Marc Jacobs

March 16, 2018

Tamara Mellon focuses on strategy as it rebrands. Image courtesy of Tamara Mellon

By STAFF REPORTS

U.S. footwear brand Tamara Mellon is looking to boost its communication efforts with its customers through a new position.

Celine Khavarani will join the label as senior vice president of communications, a newly created role for the company. Ms. Khavarani comes from Marc Jacobs as the former senior vice president, global celebrity and VIP.
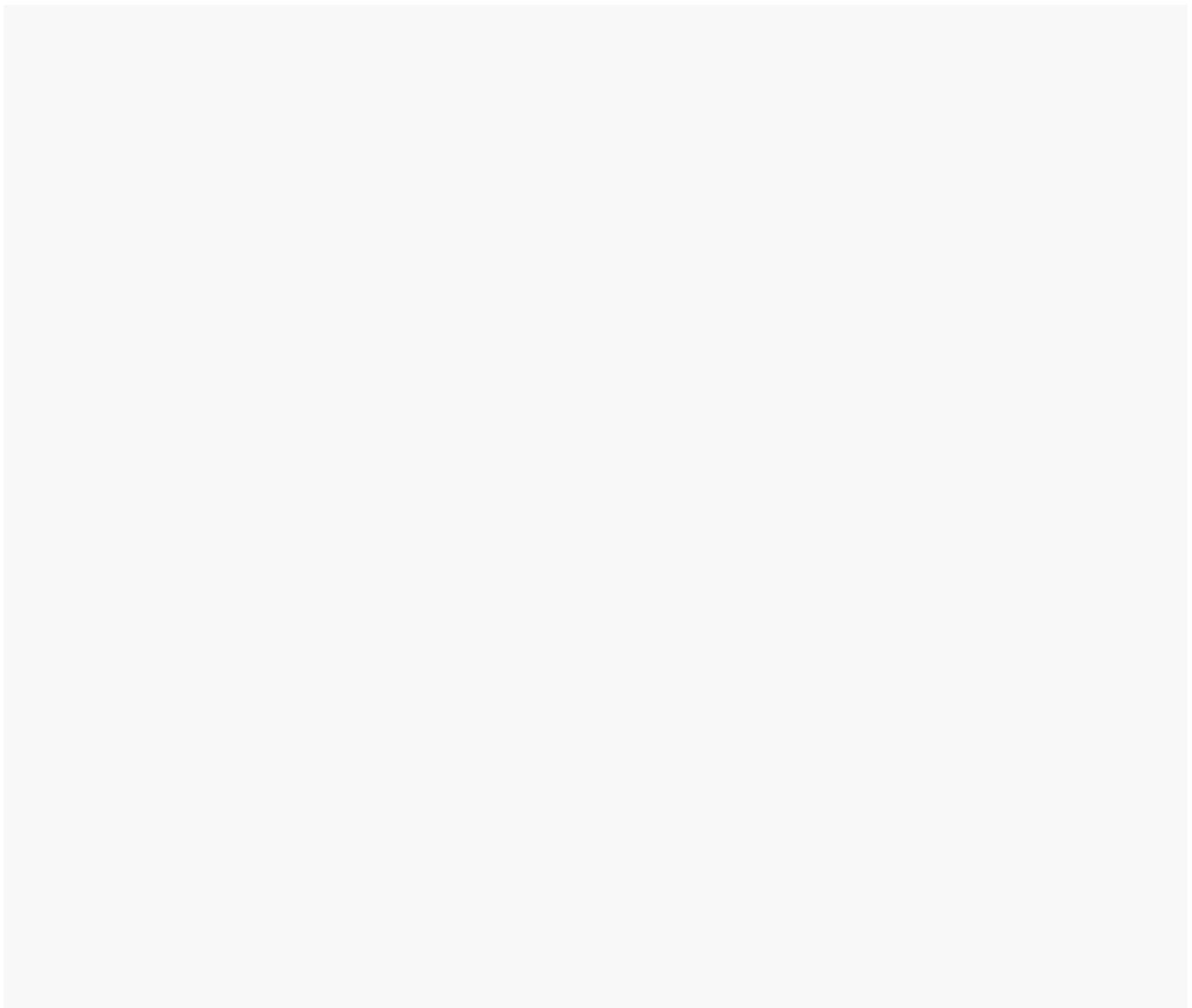
Communication growth
Tamara Mellon's new communications position will help better manage its messaging with consumers, which is vital for the brand now that it has become direct-to-consumer.

Ms. Khavarni completed similar tasks in her previous role at Marc Jacobs and also handled VIP relations for Prada and Miu Miu in the past, according to Women's Wear Daily. Her time at Prada spanned more than 10 years.

She met Tamara Mellon, the eponymous designer of the brand, while working at Jimmy Choo prior to her work with Prada.

"I worked with Cline to open the West Coast office for Jimmy Choo in 2004," Ms. Mellon told WWD. "I never forgot what an innovative and out-of-the-box thinker she is.

"I can't wait for all of the traditional luxury rules we're going to break together at Tamara Mellon," she said.

A peek at a few more pairs of Kaleidoscope shoes our wonderful friends and customers received! Love the variation here... if you received yours, send us a photo x

A post shared by Tamara Mellon (@tamaramellon) on Mar 16, 2018 at 11:54am PDT

Tamara Mellon recently aimed to undermine the idea that luxury must be exclusive with a new installment plan that will let lower-income customers afford luxury goods by paying for them over time.

The move is part of a larger effort from Tamara Mellon to take luxury "out of the ivory tower" and make it into something that anyone can aspire to. Definitions of luxury have always been unclear, particularly when it comes to price, but this move shows that a brand can confidently retain its luxury identity while courting less affluent customers (see more).