

MARKETING

Reuter Communications' Chloe Reuter: Luxury Woman to Watch 2019

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Chloe Reuter

By STAFF REPORTS

Luxury Daily annually honors 25 smart women executives who show the potential to make a difference next year in the luxury business. This year's list features honorees who have set ambitious goals to achieve in a luxury market that, while growing, is also challenged by rapid changes in consumer behavior and technology.

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Here is one honoree:

Chloe Reuter, founder/CEO, **Reuter Communications**, Shanghai, China

"There will be around 200 million Chinese traveling outside of China by 2020, so this presents a tremendous opportunity for brands across luxury: hospitality, fashion, art and design"

What do you most like about your job?

I love so many aspects of my job. But, to be honest, I don't really consider it as a job. The company is an all-encompassing part of my life and I love it.

It's a privilege working with so many beautiful brands and having a voice at the table to help them shape and grow their business in China.

The market here evolves so quickly. It's a learning curve every day to stay ahead, I love that challenge.

A big highlight is also seeing colleagues in our offices grow and reach their potential.

Though there is a lot of pressure, the best part has to be, that as my own boss, I have the flexibility to manage my schedule. This means carving out quality time every day with my children.

What is the biggest challenge in your work?

We've had the same key challenge since the business launched in 2010: how to scale and grow the business to keep up with a booming market.

While we have amazing people and have recruited even more this year, finding the right people at all levels is a real challenge, especially somewhere as dynamic and diverse as Shanghai and China.

I am also anticipating a challenge in how we can maintain our company culture as we grow. The key here is always to hire smart and, importantly, nice people.

What is your work priority for 2019?

As above. Recruiting talent.

Aside from that, we are always looking to evolve our offering.

We recently launched an intelligence and research department, which I'm excited about.

We also opened in Dubai and Singapore, which are key priorities for us to focus on and develop.

What is your proudest achievement in luxury?

Two-fold. Building the go-to agency in China for luxury brands and playing a part in the success of our clients in this crucial market.

How do you see luxury evolving in 2019?

China will keep playing a hugely important part in the luxury sector in two key ways.

Firstly, there will be around 200 million Chinese travelling outside of China by 2020, so this presents a tremendous opportunity for brands across luxury: hospitality, fashion, art and design.

Secondly, China will continue to develop its unique digital and social media ecosystem, which is key for luxury brands to connect with young consumers. We're here to help navigate the market.

[Please click here to see the entire Luxury Women to Watch 2019 list](#)

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