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## Dealmoon's Rose Blackmore: Luxury Woman to Watch 2020

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Rose Blackmore

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:

Rose Blackmore, senior managing director of business development and partnerships, **Dealmoon**

*"Helping brands understand the Chinese shopper over and above what can often be a superficial grasp is always a challenge"*

What do you most like about your job?

I've always been a shopper and love luxury brands, so being able to help some of my personal favorites expand their businesses is especially gratifying.

I feel very lucky to work with and make a true impact on the business of so many of the world's top luxury brands and, more importantly, the people behind those brands.

I also appreciate the unique opportunity to wholeheartedly understand the culture of the Chinese shopper within such a dynamic environment such as the Dealmoon platform.

I have never witnessed such a targeted and responsive source of valuable information in all my years in digital.

Working with teams of people where I can get insights into what is needed to be ahead of the curve is immeasurable.

What is the biggest challenge in your work?

Helping brands understand the Chinese shopper over and above what can often be a superficial grasp is always a challenge, but that's part of what Dealmoon's consultative approach exists for to be the category expert.

The way the Chinese shopper interacts with peers and brands and the multiple channels they use can be bewildering to brands.

Once we have their trust and the first campaign delivers beyond their expectations, they never look back.

And, personally, my biggest challenge is learning to speak Mandarin.

What is your work priority for 2020?

Happy shoppers and happy brand partners.

Those 17.5 million users who engage with our site every month need to be entertained, educated and exposed to new and relevant messages and brands.

We spend a lot of time and resource understanding changing attitudes and tastes feeding those back to clients and helping them identify new and meaningful ways of staying in the forefront of our community.

What is your proudest achievement in luxury?

On an everyday level, it's convincing a brand to try us out and then seeing their satisfaction when their faith has been justified. That never gets old, especially from the most established of luxury brands.

However, when it comes to the big-picture successes, three spring to mind.

Selling \$9 million for a luxury multi-brand store in less than seven hours during Singles' Day, pre-launching a product by one of the top three biggest luxury beauty brands with the Dealmoon audience before it was released to the general public and completely depleting them of all inventory in three hours, and creating a collection of Dealmoon exclusive drops with a luxury handbag company.

How do you see luxury evolving in 2020?

Within luxury, micro-influencers, whose definition can expand to include a consumer's immediate circle of friends and family, will become increasingly important to provide quality insights and perspective from a source they already know and trust.

Leveraging technology to continue to engage the consumer in all aspects of the conversion cycle, even if that means looking back to former vehicles, such as QR codes, that may have been ahead of their time.

[Please click here to see the entire Luxury Women to Watch 2020 list](#)