

MARKETING

## Sarah Gargano Communications' Sarah Gargano: Luxury Woman to Watch 2020

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Sarah Gargano

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:

Sarah Gargano, president/CEO, [Sarah Gargano Communications](#)

*"We see the next generation of public relations and communications as creating and maintaining a sense of community for brands, their clients and followers"*

What do you most like about your job?

I love the luxury industry.

I have been incredibly fortunate to receive first-hand training in the factories and headquarters of the brands we represent, observing the craftsmanship and know-how of the artisans and workers, passed on from generation to generation.

Through these invaluable experiences, I have developed a passion for handcrafted, service-oriented luxury brands.

It is this love and appreciation of the luxury space that has driven to me to specialize my efforts in the promotion and education of luxury worldwide.

I feel so lucky that I get to communicate this devotion and excellence of our brands every single day in my work.

What is the biggest challenge in your work?

Consumers today want to feel connected to a brand and engage with that brand in new and exciting ways. They are no longer satisfied to walk into a boutique or event and simply observe product they want to be players in the experience. They are also more sophisticated and educated than ever before, having done research online before

entering a store. Many times, they know more than the salespeople.

Our challenge is to create highly personalized experiences that reward customers in creative ways, are effective in establishing long-term loyalty between the consumer and brand, and offer customers a sense of belonging and community.

Another challenge? To create Instagrammable moments at events. How do we grab the imagination and attention of guests and get them to post on their social media accounts?

What is your work priority for 2020?

It is such an exciting time for SGC and thanks to our incredibly dedicated team, we are taking it to the next level with expansion plans to double employee size in New York City and open a new office in London.

Since we are a luxury agency with mainly European clients, we feel it is important to have a presence overseas to strengthen and further our company as an authoritative PR luxury agency with knowledge of the key European countries.

What is your proudest achievement in luxury?

I have been so fortunate to be part of many successes for luxury brands over the past 20 years all over the world, especially through my work with Lalique, the Hotel Santa Caterina in Amalfi and Valmont.

The biggest highlight for me this year was planning and executing McLaren's first-ever global influencer campaign with their U.K. team.

To help imagine, fashion and execute this program from start to finish, having a hand in absolutely all aspects, from securing an American Olympian for the campaign, to interviewing her, to experiencing the driving program with her, sharing in her emotions, to cutting the final videos, was a total high. It felt like this was the culmination of everything I had ever done up until this point: a total thrill. I can't wait for the next one.

How do you see luxury evolving in 2020?

We see the next generation of public relations and communications as creating and maintaining a sense of community for brands, their clients and followers.

With social media and influencer marketing generating a huge audience of global consumers for brands, storytelling has truly become a brand's currency. And it's important that luxury and PR leverage this new currency.

Consumers really want to connect with brands that reflect their lifestyle and share their values.

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