

REAL ESTATE

Whitman Family Development's Carolyn Travis: Luxury Woman to Watch 2020

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Carolyn Travis

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:

Carolyn Travis, marketer general, [Whitman Family Development](#)

"Relevant luxury is all about the emotional connection how the consumer connects with the brand or place or product that he or she is faced with"

What do you most like about your job?

What I most like about my job is the amazing team.

Each personality and skill set impresses me on a daily basis, and I am fortunate to see the collaborative nature of everyone as we all share the same vision and are dedicated to the mission.

Our own individual commitments come together to form a group effort that is innovative and results in success.

Continuing to be family-owned, I am beyond lucky to work for a family that I admire and respect, and that I happen to have known for the majority of my life.

What is the biggest challenge in your work?

The biggest challenge was winning approvals for the expansion of Bal Harbour Shops, and with years in the making, our team was able to gain approvals in May of 2017 to move forward with this comprehensive plan.

Along with constantly improving the retail experience for our clients at Bal Harbour Shops, we have also maintained a decades-long commitment to strengthening the surrounding community, building the Bal Harbour name into a global brand and drawing visitors and investors to the community.

The enhancement plan will not only enhance the Shops, but it will build on the 50-year legacy of community investment by providing more than \$100 million in public benefits that will help sustain the Bal Harbour Village for years to come.

What is your work priority for 2020?

My work priority for 2020 is definitely to further brand integration and evolution.

It is important for us to continue to form a consistent message across multiple platforms and create touch points which support our goals.

Reinforcing our brand while inter-weaving our unique features will help us to continue to evolve.

What is your proudest achievement in luxury?

The creation of a new paradigm for tourism boards that focused solely on the luxury segment.

Bal Harbour Shops' expansion approval was definitely my most significant accomplishment. This successful lobbying effort was a complicated multi-year strategy that resulted in the ability to double the value of this iconic asset.

This \$550-million enhancement plan will add 241,600 square feet of new retail space to the open-air shopping center, nearly doubling the Shops' current retail space.

The upgraded center will feature the first Barneys New York flagship store in the southeastern U.S., major upgrades to longtime anchor tenant Neiman Marcus and new dining options, including Freds at Barneys.

How do you see luxury evolving in 2020?

Relevant luxury is all about the emotional connection how the consumer connects with the brand or place or product that he or she is faced with.

Bal Harbour Shops has always been focused on the customer experience. It is the foundation of our business, our secret sauce, caring about the customer and their experience all the way through.

In 2020, I see successful brands continuing to evolve their customers journey in an authentic way showcasing exclusivity, quality and prestige.

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

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