

MARKETING

Shauna Brook Marketing & Communications' Shauna Brook: Luxury Woman to Watch 2021

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Shauna Brook

By LUXURY DAILY NEWS SERVICE

Luxury Daily annually honors smart women executives who show the potential to make a difference next year in the luxury business. This year's list features 26 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:

Shauna Brook, founder/CEO, [Shauna Brook Marketing & Communications](#), New York

"Luxury has always been about the highest-quality product in tandem with creating emotional connections with customers"

What do you most like about your job?

The luxury industry is very dynamic.

I have been fortunate to work with great global brands to help identify their brand DNA and to tell their story to new and existing customers.

It is exciting to use various marketing and communications channels to tell the brand story in different ways, whether through creating dynamic content and digital outreach or through high-touch bespoke experiences curated for the luxury consumer.

My role leading marketing and communications allows for great diversity and covers a wide range of topics. These include philanthropic work, editorial, VIP and content creation, incorporating digital technology to connect with various audiences via CRM to deliver exceptional customer experiences through personalization or hosting unique events or experiences to continually connect with customers bringing the brand to life in exciting ways.

What is the biggest challenge in your work?

Retail is in a very interesting and challenging moment. When you represent a brand you must deliver each time to the customer on every detail, so a challenge is always meeting the evolving expectations of the luxury consumer.

Brands need to deliver the best possible experience on all fronts, consistently across all consumer touch points, and this takes coordination and commitment. This is a challenge, but also represents a great opportunity to continually delight your customer and strengthen the relationship.

Customers want to feel a deeper connection to a brand rather than just buying product at a store or online.

Luxury consumers are more sophisticated than ever, with greater knowledge of the brands they are interested in and often they have researched a brand or discussed it with peers.

Identifying what element of the product offering or story will appeal to various customers can help establish long-term loyalty and engage with the brand vision and the community which can be very powerful.

How have you adapted to the new order of things with the public health crisis?

The public health crisis has significantly changed the landscape, causing major shifts in behavioral trends including parts of the retail experience that we used to take for granted. Some of these may be temporary, while others will be permanent.

Customer communication is always a top priority, striking the right tone and cadence, but now it is critical to truly know your customers and what their needs may be, given a new work situation or changing priorities.

The nuance of brand voice is more important than ever, and brands need to prioritize transparency and empathy with customers.

Additionally, the current crisis was a moment where many brands were able to pivot and use their resources for the purpose of good, like using factories to make protective gear or providing medical or economic aid etc.

This type of authenticity towards the community means a lot to all customers and it is a moment for brands to give back and have a true human connection rather than focus on purely commercial initiatives.

Moving forward, brands will need to be more agile than ever to understand the social climate and respond to these circumstances appropriately and with empathy.

What is your work priority for 2021?

The number one priority should be to focus on clients and be more consumer-centric than ever.

Using data has always been essential to understanding the customer connection and brand preferences to properly serve the clients. Now brands will want to focus these initiatives to have the most impactful customer interactions.

With that said, while it is important to use and understand the data, storytelling is also where the magic is for luxury brands that have rich and interesting stories and, in some cases historic, this will be a powerful tool to focus on as we rebuild brand to consumer relationships.

Also, marketers have to be in tune with what makes people tick and ensure that the brand messaging is not tone deaf and connects with the customer in the right way.

What is your proudest achievement in luxury?

There are so many proud moments after years in the luxury industry, so it is hard for me to pick just one.

There have been many noteworthy achievements at all the brands I have worked for in my time.

The one constant that I am proud of is the incredible teams I have been able to build domestically and globally at Giorgio Armani, David Yurman and Ermenegildo Zegna.

Each brand has their own DNA and strategic priorities, and bringing together a dynamic group of individuals who all work in tandem to achieve that goal is really inspiring.

One thing that will never change is that people help shape and make a great brand experience, so to always build world-class teams is an achievement I am proud of.

Many people from my various teams have become lifelong friends and I have formed strong professional and personal relationships with them.

Also, a key element of luxury is strategic partnerships with other brands, influencers, hotel groups, auction houses, automotive or private aviation companies to extend the brand voice and create unique product, content or

experiences.

I am really proud of the many partnerships I have brought, such as working with top athletes by extending the relationship from just a brand campaign to experiential events and more intimate bespoke experiences with the athlete and top clients.

Establish partnerships with various chefs who use the history and brand identity to create an exclusive meal or working with an artist or museum to create an installation using the brands themes.

These are some of the creative ways to continue to tell the magic of a storied brand in a modern way and continually engage consumers in their various passion points.

How do you see luxury evolving in 2021?

I think 2021 will be a continuation and acceleration of some of the key trends we have already seen developing.

There will continue to be a focus on a more casual lifestyle element for apparel brands as well as a focus on digital messaging and communication, brand sustainability and developing the local domestic customer.

Luxury brands will have to adapt to operating in different ways. Whether that be through changing how new collections are presented, utilizing popup shops, expanding and promoting services such as different modes of shopping, product delivery, pick-up and other exchanges between the customer and the brand.

Luxury has always been about the highest-quality product in tandem with creating emotional connections with customers. Luxury brands will have to continue to use both traditional methods as well as capitalizing on new trends that have emerged or advancements in technology to continue to refine the brand experience.

Overall, marketers will need to adopt a new mindset and focus their brands to connect and be relevant to consumers.

Luxury customers will remember the brands who are particularly responsive to the crisis.

Marketers can tap into elements of their brand that are relevant to the present situation to have a positive impact on current clients and the customer base, as a whole.

[Please click here to see the entire Luxury Women to Watch 2021 list](#)

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