

MARKETING

POP Communications' Sarah Curtis: Luxury Woman to Watch 2021

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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.

Here is one honoree:



Sarah Curtis, cofounder, **POP Communications**, Dubai, United Arab Emirates

"Our biggest challenge, especially during these times, is new business"

What do you most like about your job?

As the cofounder of a successful boutique communications agency, what I love most about my job is that it's not really a job. This is our business, our baby, and going to work every day is another day spent growing our business for bigger and better things.

I also love that I get to spend every day working alongside my best friend [Zainab Alhassan], who is my business partner.

What is the biggest challenge in your work?

Our biggest challenge, especially during these times, is new business.

We spend a lot of time having to convince or sell our services heavily, even for those leads that approach us.

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

We have adapted by adjusting our clients' campaigns to be relevant and sensitive.

More than ever, we have to be ready to change and flip strategies for our clients overnight, if needed.

We have also used this time to spend on our own company branding and strategy.

What is your work priority for 2021?

For 2021, our priority is to grow our client portfolio across all sectors and strengthen and develop our other products, which are powered by POP Communications.

What is your proudest achievement in luxury?

One of my favorite events and campaigns I have worked on was launching the Dolce & Gabbana collaboration with SMEG.

We revealed the one-of-a-kind handpainted SMEG D&G fridge in a VIP setting in front of media and influencers here in Dubai.

How do you see luxury evolving in 2021?

The luxury market is ever evolving across all sectors.

In 2021 I see luxury brands continuing to evolve to fit with their consumers beliefs.

The last six months has shaken the world and a lot of matters that have needed to be addressed for years are now conversation topics at many tables and I feel this will reflect in communications, products and services in the future for luxury brands.

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