

MARKETING

Candice Fragis: Luxury Woman to Watch 2023

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Candice Fragis

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 25 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:

Candice Fragis

Luxury brand consultant

London

"We were at the forefront of what is now called the circular economy with the aim of de-stigmatizing older season product and re-educating the consumer about quality versus seasonality"

What do you like most about your job?

The diversity of working across a range of businesses and brands, working from the start of the creative process through to the commercial growth strategies. This has evolved within my clients from traditional retail and brands to digital fashion and AI technology.

Sustainability has always been a passion and focus for me from the start of my career. I am now able to be selective with which clients I onboard and only engage with businesses who share that passion, so we are ultimately working towards a common goal of making the industry more conscious and responsible.

What is the biggest challenge in your work?

As a consultant, my role is now to advise and help rally teams to make changes and move in new directions without having the full accountability of actioning those changes.

Having notoriously been in very hands-on roles, it can be difficult to step aside and watch how that advice lands.

That said the upside is I too am always learning, from how different teams and businesses navigate change and

interpret these strategies, which provides growth and opportunity for me personally.

What is your work priority for 2023?

Helping brands and businesses be more authentically conscious in their product strategy, their core DNA and subsequent messaging whilst incorporating truly sustainable endeavors to their existing and upcoming roadmap.

What is your proudest achievement in luxury?

Being a founding member of launching The Outnet back in 2019 with Natalie Massenet and Stephanie Phair.

We were at the forefront of what is now called the circular economy with the aim of de-stigmatizing older season product and re-educating the consumer about quality versus seasonality.

This is something that is now very well understood and a core proposition for most brands and luxury businesses, yet at the time it was incredibly disruptive within luxury fashion.

How do you see luxury evolving in 2023?

The continued focus on unique brand experiences whilst creating community, direct customer focused service, personalization and digital authentication coupled with digital-twin NFTs.

[Please click here to see the entire Luxury Women to Watch 2023 list](#)

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