



Kuo-Fang Yang-O'Connor

CEO/ Mentor/ Business Development/ Leadership

📍 London, UK

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Languages

Mandarin (Native)

English (Native)

Japanese (Work Proficiency)

About

Strategic, innovation focused, commercially astute executive with a successful track record of over two decades within retail, wholesale, digital and franchise distribution channels. During my executive tenure I have creating, refined, and deployed 360° strategic initiatives within Brand development, Partnership, Repositioning, Brand Strategy, Market positioning and research, product development, business development, global Wholesale & DTC, and China market expansion. As an executive mentor and leader, I believe in influential communication and a holistic professional approach. Having the innate ability to develop individuals to excel professionally, whilst playing an instrumental role in delivering organic business growth. Throughout my academic foundation in commercial and marketing, then evolving in strategic management, I am fortunate enough to be part of complex Luxury and premium businesses, spanning across an eclectic range of product demographics.

BRANDS WORKED WITH

- Anya Hindmarch
- Nicholas Kirkwood (LVMH Fashion Group)
- Y + O Luxury
- LYMA
- prunegoldschmidt
- Mira Mikati
- Baum und Pferdgarten
- Designers Remix
- Taipei Fashion Week
- DeMellier
- Fabrizio Viti
- Kering

Experience

● Founder

Y + O Luxury | Mar 2018 - Now

Professional synopsis

Y + O Luxury www.yplusoluxury.com March 2018 – Present Founder-Executive consultancy firm Brand partners: Nicholas Kirkwood, Prune Goldschmidt, Baum Und Pferdgarten, Code 8 beauty, Kerry RC, Apu Jan, Fabrizio Viti, Maison Pyramide Showroom, Catherine Prevost, M Industry, DeMellier, Paia Copenhagen, Taiwan Fashion Week Business consultant to Elle Taiwan and British Fashion Council – Member of the Fashion Trust. Over 30 Brand partners Clients

About & Service

- Founded in 2018, with a simple mission to manifest brands creative vision into business revenue. Key to the Y + O philosophy is to establish meaningful partnerships and alliances, to drive commercial success and maximise business potential.
- Our expertise includes brand strategy, commercial strategy, concept development, creative direction, international business, and sustainability measures.
- Translating and articulating our Brand partners narrative and vision, into practical commercial marketing and communications strategies. Create and synergise the commercial business strategies to all sales, employee, and product channels.
- Develop and execute short, mid, and long-term global strategic roadmaps, partnering with executive partners within all sectors. Aligning the strategic plan to support the broader company strategic plan and growth initiatives.
- Implementing and embedding a holistic, entrepreneurial, and proactive corporate culture. Setting the mission, vision, and values whilst ultimately steering that culture to impact organic business growth.

Consultancy projects and achievements examples:

- Baum Und Pferdgarten Advisor to CEO & holding position as General Business of China
- Plan and implement China market entry strategy and execution. Coaching team on wholesale and direct sales business.
- Y + O agency plan and execute social media strategy. Helped with Chinese brand naming, PR seeding, and daily operation on Wechat, Weibo

and Red channels.

- Result: over 8 stockists created during Shanghai lockdown, increased brand awareness organically and drive sales directly to the official website. Launched PR & Social Media platform.

- Prune Goldschmidt Advisor to CEO & Sales and Marketing Director
- Mission – elevate brand position and brand awareness.
- How? Reviewed brand deck, position, collection and advise on every single piece, work with teams to change the existing image to create the vision of the brand.
- Result: Partnered with Joyce, Lane Crawford and The Showroom in Kiawah island USA in 1 month, booked in Net-A-Porter, Selfridges, Harrods, Bergdorf Goodman. Entered Shanghai showroom and launched PR & Social Media with celebrity awareness, launched Chinese social media platforms.

Employment history:

- **Founder**

Y + O Luxury | Jan 2018 - Now

- **Global Commercial Director**

Nicholas Kirkwood (LVMH Fashion Group) | Feb 2016 - Feb 2018

Reporting to: Sophie Brocart CEO – Reference received Direct reports: Comprehensive breakdown of your team Financial accountability: Budget accountability: Business Turnover of £7.5 millions Network breakdown: Digital, Retail, Wholesale, and Franchise partners

Responsibilities – Review & Personalize

- Commercially translating the CEO and Creative Director's vision. Create, refine, and execute strategic initiatives within all sales touchpoints and embed a coherent company roadmap.
- Motivate, inspire, and lead a cross functional department of retail, wholesale, and ecommerce.
- Developing our existing retail, wholesale, and ecommerce partners, while identifying new opportunities for accelerating the brands organic growth globally.
- Partnering closely with merchandising, buying, marketing, PR divisions to ensure business approach is uniformed and brand guidelines synergistic. Annual and Biannual planning, forecasting, and agreeing on annual budgets to reach financial objectives and effect bottom line.
- Develop and execute the global sales strategy
- Oversee Wholesale, Retail and Ecommerce sales

- **Commercial**

LDN | Jan 2016 - Jan 2018

- LDN | Jan 2013 - Jan 2016

- **Global Sales Director & Brand Direction**

Designers Remix | Jan 2013 - Jan 2016

- Revise: AW17 vs AW16 +46% growth, organic growth +18% SS17
- Track record of sales finished SS17 on + 25% v.s LY, overall wholesale business project to increase c. 20% in 2017
- Revise: Business in Asia SS16 v.s SS17 + 45%, project to increase c.60% by AW17
- Revise: Successfully renegotiated terms with key partners based on Group KPI Led, planned, and secured various instore events throughout SS17 & AW17

Designers Remix by Charlotte Eskildsen www.designersremix.com London & Copenhagen, UK January 2013 – January 2016 Global Sales Director & Brand Direction Reporting to: Niels Eskildsen CEO – Reference received Direct reports: Sales & Marketing team of 4 people Financial accountability: Budget accountability: Business Turnover of £2.5 millions Network breakdown: Digital, Retail, Wholesale, and Franchise partners Global POS

Responsibilities –

- Advise on brand direction, sales, PR and marketing activities for both



Designers Remix and Little Remix (kids)

- Consult teams to create marketing activities such as Pop-up events and VIP gifting strategies

- Format business forecast, develop 3 - 5-year wholesale and retail business plan worldwide Execute regular sales campaigns & market appointments throughout the year

Achievements:

- Revise: Exceeding sales plan on global level Asia sales increased over 300% within 4 seasons. Middle East sales increased c. +50% year on year USA sales increased over 60% year on year

Additional professional summary:



- **Sales Manager**

Anya Hindmarch | Jan 2008 - Jan 2010



- **Franchise Manager**

Anya Hindmarch | Jan 2006 - Jan 2008



- **Franchise/ Wholesale Assistant**

Anya Hindmarch | Jan 2005 - Jan 2006



- **International sales promoter**

Anya Hindmarch | Jan 2003 - Jan 2005

Education & Training

2001 - 2003

- **London College of Fashion**

(BA hons) - PR & Marketing Fashion Promotion,