



Emily Miller Palmquist

Intuitive strategist. Business builder. Creative leader.

📍 Kelowna, BC, Canada

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Languages

English (Native)

French (Basic)

Italian (Basic)

About

Experienced innovator and development professional with a demonstrated history of game-changing in the apparel, retail, and educational business. Specialties in concept-to creation, leadership, sales, client development and strategic partnerships. Strong marketing professional with a master's degree in Fashion Trend Forecasting from Polimoda.

BRANDS WORKED WITH

Emily Miller Palmquist

Forte Luxe Fashion Inc.

LaSalle College Vancouver

RYU Apparel Inc.

Experience

● Founder and Owner

Forte Luxe Fashion Inc. | Sep 2020 - Dec 2022

- o Created a 3rd-party marketing system connecting luxury retailers to online buyers for selling and recapitalizing write downs, aged inventory, and damaged high-value inventory.
- o Created a profitable re-commerce business with omnichannel sales using Shopify, connected apps and cost-free social media strategies.
- o In year 1, grew inventory to 1.6 M in retail value merchandise and >\$60k in sales with an advertising budget of \$0.
- o Remotely hired, trained, and mentored a diverse, multi-national team of 10 in e-commerce, photography, graphic design, merchandising and marketing specialists.
- o Moved to Kelowna in 2021 and further streamlined with conversion to 100% drop shipping.
- o Guided suppliers through linked services to ethically recycle, dispose or donate waste inventory for tax relief.



● Academic Director of Fashion Programs

LaSalle College Vancouver | Jan 2019 - Apr 2020

- o Promoted after 9 months of Instructing courses to Interim Academic Director for Fashion Programs. (Fashion Design, Fashion Marketing, Jewelry Design and Fashion Styling).
- o Management of 15+ staff and the academics for 100+ students. Key deliverables of oversight of teaching and learning, student services, faculty development, industry outreach, research projects and administration.
- o Shepherded the launch of a new Bachelor of Design in Fashion Design in a 6-month span. Liaised with internal & external stakeholders in finance, marketing, and academic leadership to start with an initial cohort of 10 students.
- o Designed a new \$2M state-of-the-art wet and dry textile laboratory where craft and cutting-edge experimentation could intersect. Coordinated the architects, construction manager & facilities team & international suppliers to realize development of the space on time for launch and 20% under the original budget.
- o Co-founded a new circular economy "The Fashion Re-Source" with a student committee of 6 people. Established a library of donated textiles, sample room waste and other materials and equipment for re-use by the fashion department from local designers and manufacturers.
- o Transitioned the Fashion departments to 100% online remote learning in response to the Covid-19 pandemic by implementing Microsoft Teams and Google Classroom.



● Freelance Instructor, Fashion Design and Marketing courses

LaSalle College Vancouver | Jun 2018 - Jan 2019

● Director of Merchandising and Curation

RYU Apparel Inc. | Sep 2017 - May 2018

- o Headed growth of collaborations, external partnerships, merchandising and retail activation for an urban athletic and omnichannel vertical retail brand.
- o Influenced senior management, reporting directly to the CEO to drive concept development and project management of merchandising initiatives in an innovation driven, publicly funded start-up.
- o Grew merchandising at RYU from 1 to 7 employees by developing a training program and mentoring the Visual Merchandiser to lead a team of in-store merchandisers at 5+ locations. Co-produced a playbook and training videos with partners in retail, product, and brand to evolve merchandising efforts within the brand for growth.
- o Executed a clearance sale in Q1, 2018 that produced 11% of the total business volume in sales for the quarter. Produced the event on schedule and revenue target for the preplanned budget.
- o Engineered collaborations with Rise Gyms at WeWork USA, Equinox Fitness, Nordstrom, Capsule collection with Artist Jason Dassault, Layback & Co., and the concept development for the brand's personal care line.

● Fashion and Trend Consultant

Emily Miller Palmquist | Jan 2014 -

- o Strong focus in business advisory to start-ups, entrepreneurs, and SME businesses with expertise in design, product development, consumer identification, brand positioning/re-positioning, POC and sales strategy.
- o Accomplished B2B sales, trend resources, online subscriptions, and custom solutions to Canadian manufacturers and retailers.
- o Forged international partnerships with trend forecasting market leaders including Shoesplanet.com (Italy), Trend Union (France, USA), Trend Bible (UK), and Mode...Information (Germany).
- o Canadian clients include Aldo Group, TJX Canada, Hudson's Bay Company, CCM (Reebok) and Walmart Canada.
- o Grew network to 4000+ people and 350+ Canadian HQ brands; achieved annual sales plan in commissions, special project fees and guest appearances for live presentations in future studies and innovation.
- o Executed a unique marketing plan by partnering with trade shows and organizations such as the KnowShow, Apparel Textiles Sourcing, Spryshow and Fashion Group International to maximize exposure and sales.

Education & Training

2013 - 2014

● Polimoda

MA International Fashion Business,

2003 - 2003

● Portobello Business Centre

Fashion Management Course,

1998 - 1999

● London College of Fashion, University of the Arts London

Diploma,

1997 - 1998

● Helen LeFeaux School of Fashion Design

Diploma,