



Mira Mabsout

Marketing And Public Relations Specialist at Tony Ward Couture

Bucharest, Romania

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Languages

English (Fluent)

French (Fluent)

Arabic (Native)

About

Just a quick review about me, I am a landscape architect whose been passionate about the business side of fashion since a young age.

I paved my way into the luxury world through the 8+ years of experience in sales, retails, buying, PR/marketing & communications.

My latest job was as a PR & Marketing Manager at the Tony Ward Fashion House, where I handled the regional press coverage & worked closely with the international PR firms for the placements, as well as handling the marketing materials from shootings of the 7 collections/year along with their communication, & the social media strategy & events' organization from A to Z.

I am still freelancing with Tony Ward as a copyright.

I'm looking for an opportunity to grow my capability in a bigger market with a wide-range of luxury portfolio.

Looking forward to discuss further my expertise and added value to your company.

BRANDS WORKED WITH

ARTEMOBILI, Family owned furniture galley & Interior Design firm

Fashion to max

GREEN STUDIOS SAL

L'atelier blanc

MySOUK.com by Emerging Concepts

Tony Ward Couture

Experience



Luxury Marketing And Public Relations Manager

Tony Ward Couture | Oct 2017 - Sep 2023

- Developing the online & social media activities
- Organising the collections' shootings & events
- Working on the image & visual identity of the brand
- Thinking creatively to produce new ideas & concepts for traditional media & online
- Assisting in organising the Couture show in Paris: Visuals & invitations, social media plannings, writing the press release, communication to the regional press...
- Maintaining & building relationships with the regional press through an updated database & ongoing collaborations
- Handling the celebrities & influencers' pullings requests
- Working along the sales team for the Market weeks
- Overseeing the website development & SEO
- Writing the press releases of the 7 collections/year

Content Director

Fashion to max | Oct 2015 - Oct 2017

- Managing the website's content, the Instagram account & the team to ensure all heads are in sync
- Taking over the Instagram accounts & working on the digital contents of several brands such as: Valentino, Dolce&Gabbana, Elie Saab, Alberta Ferretti...

Creative Director

ARTEMOBILI, Family owned furniture galley & Interior Design firm | May 2015 - Oct 2017

- Launching a concept store with a cross-marketing strategy between different designers
- Assisting in the buying of the furnitures, following up with the suppliers & searching for new ones.



- **Cofounder**

MySOUK.com by Emerging Concepts | Aug 2013 - Aug 2016

Co-founder and silent partner

- **Retail Store Manager**

L'atelier blanc | Dec 2013 - May 2015

- Assisting each bride, guiding her through the dresses & helping her choose the right cut & style
- Managing the team & the boutique while following up with the brands, such as: Oscar De La Renta, Jenny Packham, Monique Lhuillier, Naeem Khan...
- Buying for the Spring 2015 collection in Milan & Fall 2017 collection in NYC, & meeting up with potential new buyers
- Assisting in the social media planning

- **Landscape Architect**

GREEN STUDIOS SAL | Oct 2010 - Jun 2012

Working from A to Z with the clients; from the conceptual drawings up to the execution plans and bills of quantities, managing different projects at a time.

Education & Training

2006 - 2010

- **American University of Beirut**

Landscape Design and eco-management,