



Solange Boccovi

Global Luxury Brand Strategist

Paris, France

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Languages

English (Fluent)

German (Basic)

About

Global luxury brand strategist gifted with more than 20 years of storytelling expertise.

Dynamic and organised, I can implement personalised luxury communication strategies internationally. I am skilled at developing strategic PR campaigns to trigger global brand advocates and to foster the loyalty of external business partners.

Creative, I can bring to life the most complex marketing strategies to build the case of the iconic brands I collaborate with. Committed to luxury brands' Aura of prestige, I am dedicated to cultivate their Savoir-Faire and timeless Heritage. Passionate about storytelling,

I am skilled at curating bespoke communication strategies that will increase international brand's exposure. Fascinated by luxury brands' culture of excellence, I would like to promote their unique DNA.

BRANDS WORKED WITH

- Christian Louboutin
- Elite Model Management
- ELLE Magazine
- Iris van Herpen
- KARLA OTTO
- Orion
- Polo Luxury

Experience



● Communication & Collaboration Director

Iris van Herpen | Feb 2022 - Apr 2022

Organization of the 2022 MET Gala edition in coordinating product placements strategies (custom designs)

Management of global celebrities and media outreach.

Positioned the brand in 15 fashion and luxury publications (L'Officiel France, Madame Le Figaro (China), ELLE Magazine (Belgium), Vogue (UK), Vanity Fair (US)...

Developed marketing collaterals to secure collaborations with influential brands (Rolls Royce, Magnum...) and art institutions (Musee Des Arts Deco, Paris)

Coordinated press and media relations with international fashion and luxury publications.

Management of brand partnerships strategic directions (Magnum, Aveda, Rolls Royce).

Coordinated VIP dresses placements for red carpets and VIP dressing (Solange Knowles, Sharon Stone, Lorde, Issa Rae, Olivia Clarke...),

Liaised with Hollywood stylists to secure editorial and to support photo-shoot stories (Min Rui, Karla Welch, Law Roach...)



● Senior Luxury Brand Manager

Polo Luxury | Dec 2020 - Aug 2021

Developed fully integrated retail brands activation strategies for luxury fashion and high watches brands (Bottega Veneta, Alexander Mc Queen, Amina Muaddi, Jimmy Choo...)

Tailored Pop-Up retail concepts, marketing strategies for Nigerian luxury market

Focused on retail trade growth strategies and customers experiences enhancement (+50% revenues growth first quarter)

Developed retailtainment strategies to cultivate retail space attractively

Created external brands partners network to increase sales revenues (resellers, personal shoppers, mystery shoppers, merchandisers...)

Developed BtoG luxury brands activation plans in introducing a bespoke luxury brands portfolio (Rolex, Cartier, Audemars Piguet...)

Prospected and managed BtoG accounts acquisition (Nigeria National Assembly)

Cultivated global luxury brands standards across all retail activities (Montblanc, Rolex, Cartier new stores openings)

Developed digital content marketing strategies to increase sales (insta-stories : 'unboxing Amina Muaddi, shop the look', products features, fashion trends pages...)

Triggered consumers' sales power in building compelling fashion editorial and campaign stories (SS21 campaign photoshoots)

Attended global fashion buying sessions



● Senior Coloured Gemstones Trader

Orion | Oct 2010 - Jan 2020

Executed colored gemstones trade marketing and communication strategies

Managed regional trade of colored gemstones across BtoB, BtoC segments (emerald, ruby, sapphire, aquamarine...) Introduced 15 colored gemstones samples portfolio, marketed it across BtoB, BtoC retail channels

Coordinated grading and sorting stages of rough colored gemstones
Conducted 10 mining site visits and implemented artisanal gems miners beneficiation scheme from Mine-to-Market Represented O&S during international trade events (trade shows, sustainability panels, mining conferences)

Designed offline-online marketing collaterals to support rough gems trade activities (digital marketing strategies, content development, influencer marketing)

Resolved mining partners conflicts, negotiated mutually beneficial agreements between parties results according to schedule.

Worked with customers to understand needs while providing excellent service. Implemented performance improvement strategies and plans to promote continuous growth

Exceeded goals through effective task prioritization and great work ethic (+3 new sustainable mining partners per quarters)



● Business Development Manager

Elite Model Management | Jun 2009 - Mar 2010

Designed fashion brand building strategies to market Elite models across EU, US, EMEA markets

Monitored online, online content creation and productions to promote Elite Models events and fashion activities

Coordinated innovative strategies to accomplish marketing objectives and boost long-term profitability.

Managed creative teams for Elite Models photoshoots (make-up artists, photographers, stylists...)

Liaised with Elite Models international network in Paris, NYC, London, and Milan to align Elite brand strategy with international group standards

Monitored Elite Models visual portfolios production (Z cards, look books, videos) Scouted and managed Elite Models 'New Faces' careers (international fashion shows, global campaigns placement)

Designed Elite Models brand collaterals in phase with Paris creative briefs (website, Elite Model Look, digital experiences, event management guidelines),

Organized Elite Model Look contest (2010), executed Elite Model Look visual strategy Organized Elite brand activation programs for Elite licensed products across multiple consumer connections, media channels, retail platforms

Developed favorable pricing structures balancing firm objectives against customer targets.

Researched industry marketplace trends to develop marketing solutions

enhancing business operations.
Completed monthly reports to support executive decision making.
Collaborated with company departments to develop new strategies to capitalize on emerging market trends.
Developed new proposals, contracts, procedures to draw in more clients and streamline work operations.
Collaborated with internal departments to support project rollout.
Negotiated long-term agreements with new clients in assigned territory.



● International Press Officer

Christian Louboutin | Aug 2007 - Jun 2008

Developed favorable pricing structures balancing firm objectives against customer targets.
Researched industry marketplace trends to develop marketing solutions enhancing business operations.
Completed monthly reports to support executive decision making.
Collaborated with company departments to develop new strategies to capitalize on emerging market trends.
Developed new proposals, contracts, procedures to draw in more clients and streamline work operations.
Collaborated with internal departments to support project rollout.
Negotiated long-term agreements with new clients in assigned territory.



● International Fashion Editor

ELLE Magazine | Jun 2005 - Jul 2007

Curated international fashion trends in designing fashion-conscious editorial stories for ELLE Magazine
Forecasted international fashion trends and wrote fashion trends analysis based on 65 international catwalks coverage (Paris, London, Milan, New York)
Liaised with 35 international fashion brands' press offices for stylism requests (Dior, Chanel, Givenchy, Maison Martin Margiela...), Produced fashion trend pages for ready-to-wear and accessories segments
Managed, styled, and led creative directions on all seasonal special editions and editorial photoshoots, designed weekly editorial content production calendar,
Coordinated casting for international models, managed fashion items selections for celebrity photoshoots, coordinated interviews with celebrities,
Represented ELLE Magazine during key fashion events (fashion weeks, red carpets, showrooms, exhibitions...), managed fashion merchandising projects (Nike, GUCCI, Galerie Lafayette in Paris)



● Account Director

KARLA OTTO | Sep 2022 - Feb 2023

Curation of PR, marketing strategies and brand activations for fashion, lifestyle and beauty brands (Maserati, Swarovski, Pangaia, Fassbender, Nars, Occhio...), monitored luxury brand awareness campaigns within the DACH region
Development of luxury brands activation (e.g Maserati Key City Project in Munich, Maserati Test Drives in Sicily...)
Event Planning & Management (Berlin Fashion Week SS23 FASSBENDER Show, Swarovski x Helmut Newton in Berlin, Swarovski Vienna Opera Ball 2023, NARS Press Days, Maserati test drive, Pangaia...)
Products seeding for media and influencers (Dear Dahlia, Nars, Swarovski, Maserati...)
Brand collaborations curations (e.g North Sails x Maserati capsule collection, FASSBENDER x Fulya, Swarovski global christmas trees campaign...)
Management of KOMU press days planning to increase regional brand awareness and market relevance (Nars, Vvardis, Orveda, Swarovski, Extreme Cashmere, Pangaia, Dear Dahlia, Kiton...)
Media pitching strategies across DACH regions publications (short and long lead media)

Education & Training

- 2007 - 2008 ● **ESG-PGSM**
Luxury Brand Management, Luxury/Fashion
- 2006 - 2007 ● **University Paris X**
Master, International Law
- 2005 - 2006 ● **University Lyon III**
License, Political Sciences
- 2002 - 2004 ● **University Lyon III**
DEUG, Law
- 2000 - 2001 ● **Lycée Robert Doisneau**
Baccalaureat (with Honors), Economics