



Kush Hoji

Creative Maverick with a Knack for Sales | Seasoned & Innovative Multi-Hyphenate Professional.

London, UK

[Portfolio link](#)

[Portfolio file](#)

[View profile on Dweet](#)

Links

[Instagram](#) [YouTube](#)

Languages

English (Fluent)

Persian (Fluent)

About

A multi-faceted creative who has worked as an excellent PA for designers, music events and have experience being on set for fashion related shoots demonstrating junior and senior roles.

From retail to the Mayfair office, I have accomplished years of grit and versatility along with a handful of perseverance whilst working in the fashion and apparel industry.

As a creative director, I set the tone for portraying social issues such as a mental health through mediums like fashion, art, and movement within film and cinema. I have curated and managed two successful exhibitions through budgeting, negotiating, strategy and collaboration.

As of March 2022 I landed a featured screening in Soho house for my short film, 'Wandering Youth'.

BRANDS WORKED WITH

Atlantic Records

Hoji Films

Lior Charchy Bridal

Selfridges

TREAUU

Experience



Client Liason

Selfridges | Jan 2023 - Nov 2023

- Managed luxury footwear Personal Shopping and Ready to Wear requests at Selfridges and Kurt Geiger.
- Met annual, weekly, and daily sales targets through consistent service and alternative product suggestions.
- Compiled detailed Excel spreadsheets for footwear requests and daily transactions.
- Managed and updated footwear displays across departments.
- Generated daily POS reports, completed end-of-day/week trade reports for footwear sales.
- Worked to expand personal shopping services within Selfridges through effective communication and relationship-building.
- Successfully managed personal and external client lists, contributing significantly to company revenue.



Sales

Selfridges | Aug 2021 - Feb 2023

Skills: Customer Experience · Sales · Key Client Relationships · Luxury Goods · Customer Relationship Management (CRM) · Building Clientele · Client Relations · Customer Satisfaction · Client Services · Fashion

Freelance Creative Director

Hoji Films | Feb 2018 - Sep 2021

- Directed impactful fashion films (I need me, Yellow, Wandering Youth, Elevate).
- Crafted innovative mental health-focused treatments using art/color/movement.
- Led movement & acting, contributed significantly to post-editing.
- Created compelling mood boards and managed film production logistics.
- Curated, hosted events for 'Wandering Youth' and 'Elevate' during London Fashion Week.
- Successfully launched and represented artists at 'Wandering Youth'.
- Screened 'Wandering Youth' at Soho House, White City, alongside cultural artists.

Freelance Stylist

| May 2016 - Feb 2020

- Senior stylist - Noctis magazine, collaborating with photographer Clare Setian and models Joel Mignott and Pippa Melody.
- Assistant stylist - music artist 'Bonkaz' press launch.
- Assistant stylist for music artist 'The Afrikan Boy' for Hunger Magazine.
- Preparing, pulling clothing and styling for PUSS PUSS Magazine.
- Assistant stylist for Adidas 'Olympic Athletes' shoot.
- Assistant Stylist and co-directed editorial 'Breathe Out' -collective group Fresh Habits.
- Assistant stylist for shoot - High Snobiety.
- Assistant stylist with stylist PC Williams - Nii Journal.



- **Sales Associate**

Selfridges | Jul 2018 - Sep 2019

- **Personal Assistant**

Lior Charchy Bridal | May 2018 - Aug 2018

- Liaising with the client, providing a clear and manageable plan and process prior to the deadline.
- Researching contemporary locations, defining budgets, expenses and travel for the client.
- Triumphantly casting suitable creative professionals to collaborate with.
- Assisting the models and the designers personal needs on set.



- **Production and Styling**

Atlantic Records | Jun 2017 - Jun 2017

Assisting for the Kojo Funds feat. Kranium - My Wish music video production set.

- **Personal Assistant**

TREAUU | Aug 2016 - Sep 2016

Personal Assistant and Brand Ambassador for the live launch of legendary music artist Frank Ocean's album and magazine; Blonde/Boy's don't cry.

- Assisting with the production, manual work and set curation.
- Victoriously sourcing materials and miscellaneous items for the set design.
- Prospering in brand expectations to engage well with an audience.
- Managing audience experience and satisfaction.

Education & Training

2014 - 2017 ● **University for the Creative Arts**

Bachelor's degree,