



Philippine Luzu

Strategic Planner and trend forecaster (Freelance)

Paris, France

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Languages

English (Work Proficiency)

About

With my experience as a strategic planner for luxury brands, I analyze and dissect societal behaviors in order to help brands respond to their audience's expectations in line with their own identity. Curious and pragmatic, maieutics is my tool in my quest for beauty: the well-made, the authentic and responsible. Branding - Packaging - Retail - Influence strategy - Brand strategy - Brand Content

BRANDS WORKED WITH

- Carré Basset
- Carré Noir
- Change
- Crina Architecture
- Follow Agency
- Publicis 133

Experience

● Strategic Planner and trend forecaster

| Feb 2022 - Now

Branding - Packaging - Retail - Influence strategy - Brand strategy - Brand Content



● Strategic Planner & Trendforecaster

Carré Basset | Jul 2021 - Jan 2022

Clients: Rémy Martin, Lola Rose, Bottega Veneta, Moët & Chandon Missions: Branding, Retail, Packaging, Brand Content

● Chef de projet - New York

Crina Architecture | Feb 2020 - Jun 2021

Coordination of the project management team Management of layout and supplier relations Site supervision New York - Pound Ridge - Paris - Casablanca



● Planneur stratégique

Follow Agency | Jan 2020 - Jan 2020

Development of the Lancôme Paris influence strategy

● Planneur stratégique

Change | Feb 2019 - Dec 2019

Key accounts: Beiersdorf (Nivea, Eucerin), Casino Barrière, TGV Lyria, Andros Missions: advertising, brand platform, consumer branding, packaging



● Planneur stratégique

Carré Noir | Jan 2018 - Dec 2018

Clients: Nestlé (Illuma, Nan, Materna), SFR, Royal Canin, Le Petit Olivier, Togotelecom Win: Banque Populaire, Tessi Missions: consumer branding, corporate branding, retail branding, packaging branding, naming, tone of voice

● Planneur stratégique

Publicis 133 | Nov 2016 - Oct 2017

Clients: Biotherm, Bottega Veneta, Cartier, DIM, Lancôme, L'Oréal Professionnel, Loro Piana, Montblanc, Pullman Missions: trend and consumer behavior studies (TGI), brand books, social media strategy

Education & Training

2016 - 2017 ● **CELSA - Ecole des hautes études en sciences de l'information et de la communication**
Master degree, Master 2 (M2), Stratégie de Marque, création, innovation

2010 - 2016 ● **École de Psychologues Praticiens**
Master degree, Diplôme de Psychologues Praticiens, Psychologie