



Marion Gruber

Creative content creator

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Links

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Languages

French (Native)

English (Fluent)

About

Marion Gruber is the founder and CEO of the brand FRINGE&FRANGE as well as an author, photographer, and creative director.

With lifestyle yet editorialized content, Marion Gruber via FRINGE&FRANGE created a brand inspiring others in multiple fields such as fashion, travel, interior design and positive motherhood journey illustrated through photography.

About my career :

After my master degree in Global Brands Communication (ISCOM Paris) and my MBA in International Marketing of Fashion (PPA), I started working for the international editions of ELLE & ELLE Decoration magazines as a international marketing coordinator. As a creative person who loves fashion and to travel, I decided to continue to work for international companies in the fashion industry. I worked for the ready-to-wear group Bestseller. I was in charge of the digital and marketing for the 11 group brands.

At the same time, I was blogging. Creating images and stories is a part of me so I started my blog in 2011, and never stopped : it became my full time job in 2016 and I'm now the owner and CEO of my company, book author, story teller on my website FRINGE&FRANGE (www.fringeandfrange.com) and Instagram @fringeandfrange (141.000 followers), for which I'm in charge of the social media, promotion, art direction and the content development.

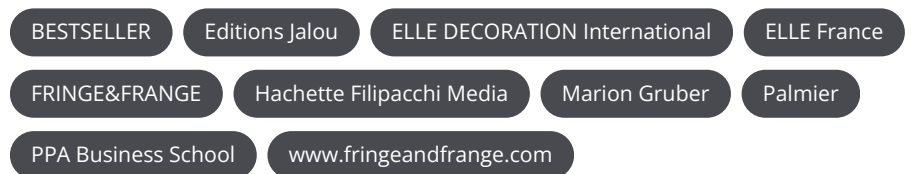
I launched the accessory brand FRINGE&FRANGE at the same time, and published lifestyle books under my name Marion Gruber.

Today, I'm working with an agent based in Paris for all paid projects.

I'm creating visual contents, producing campaigns for clients and designing collections for FRINGE&FRANGE and other brands as creative consultant such as We Are Knitters, Louise Misha, Studio Roméo, Poudre Organic ...

I also have a side project called The Current Club : a creative agency / business provider to mix my love for creative / artistic projects and my network in order to create new business opportunities. My main client is Tajinebanane, for whom I'm acting as consultant to develop their growth in the USA through my knowledges on the international digital influence.

BRANDS WORKED WITH



Experience



● Founder

FRINGE&FRANGE | Aug 2016 - Jun 2023

Founder of the hat brand FRINGE&FRANGE, made in France.



● Digital Marketing Executive

BESTSELLER | Feb 2014 - Aug 2016

Digital and Marketing executive for the brands VERO MODA, ONLY, ONLY PLAY, VILA, PIECES, SELECTED, JACK & JONES and NAME IT. of the international ready-to-wear groupe Bestseller.

● Speaker

PPA Business School | Mar 2015 - Aug 2015

Speaker on "Influencers & social media strategy" courses given to Digital Communication MBA students (1 semester).

- **Junior Marketing Executive**

ELLE DECORATION International | Mar 2012 - Dec 2013

Digital & Marketing coordination of the 25 international editions of ELLE DECORATION.

- **Junior International Marketing Coordinator / ELLE international**

Hachette Filipacchi Media | Jan 2011 - Sep 2011

3 months internship

- **Fashion editor trainee**

ELLE France | Jun 2010 - Aug 2010

Fashion editor trainee on elle.fr

- **Advertising Director Trainee**

Editions Jalou | Oct 2009 - Dec 2009

Advertising coordination, new advertisers research for Jalou Magazine.

- **International Senior Creative Producer**

Marion Gruber | Sep 2023 -

Forte de 13 ans d'expérience dans la création de contenus pour des marques mode et lifestyle, je propose aujourd'hui, depuis Los Angeles, la mise en place de stratégies digitales pour aider le développement de marques aux USA & création de contenus en marque blanche pour les réseaux sociaux + direction artistique localement pour les marques françaises souhaitant produire des images à en Californie.

Récents clients :

Sézane

Tajinebanane

Paolina

Gorjana



- **Podcast Host**

Palmier | Feb 2023 -

Production, réalisation et animation du podcast PALMIER.
Ecriture des épisodes, enregistrement, mastering & montage.

- **Creative Director, Photographer, Stylist**

www.fringeandfrange.com | Jun 2011 -

Campaign production, photography, creative direction and social media. With an online audience of 150.000 followers over multiple platforms, I have collaborated with world renowned fashion & lifestyle brands such as L'Oréal Paris, Boss, Artipoppe, Free People, Sonos, Mazda, Air France, Club Med, Marriott, beautiful french maisons like Sézane, Louise Misha, Studio Romeo, Smallable, Poudre Organic, Le Bon Marché ...

Education & Training

2012 - 2013

- **PPA**

Master of Business Administration (MBA),

2008 - 2011

- **ISCOM Paris**

Master 1,