



# Julia Fougstedt

Co-Founder & Creative Director

London, UK

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## Languages

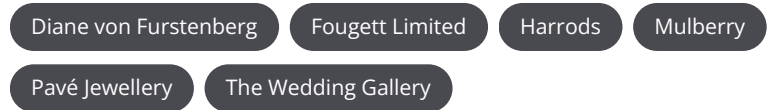
English (Fluent)

Swedish (Native)

## About

Born and raised in Sweden but have been living in London for the past 10 years. I am currently the Co-Founder & Creative Director of Fougett (A women's luxury outerwear brand) and have been working with this full-time since 2020 and the pandemic, but now I am ready for a new opportunity and challenge and I am excited to build a career within the luxury fashion industry. I pride myself in having meticulous attention to detail and excellent organisational and project management skills. I am a perfectionist and I always push myself to work harder.

### BRANDS WORKED WITH



## Experience

### ● Co-Founder & Creative Director

Fougett Limited | May 2020 - Now

Fougett is a women's luxury outerwear brand. A world of restrained, luxurious neutrality that speaks to discretion to form a new classic signature. Responsible for the day-to-day running of the business including operations, customer service, marketing and social media. As well as design and the creative direction.



### ● Co-Founder

Pavé Jewellery | Jan 2019 - May 2020

Co-founded a London based jewellery brand creating delicate necklaces and rings using nylon thread and cubic zirconia. Responsibilities involved the day-to-day running of the business including operations, customer service, marketing and social media.



### ● Social Media Coordinator & Gallery Concierge

The Wedding Gallery | Oct 2017 - Dec 2018

Responsible for all social media activities for The Wedding Gallery (TWG), a unique end-to end experience featuring over 200 leading wedding brands and luxury services. Solely in charge of paid and unpaid activities on both Instagram and Facebook, liaising with brands to gather content for all social media platforms. Creating Social Media and Marketing strategies, analytics and monitoring the TWG Instagram and Facebook page. Role also involves being a gallery concierge acting as the first point of contact for suppliers and customers, front of house duties, customer service and administrative tasks.



### ● Front of House Coordinator

Harrods | Aug 2016 - Jul 2017

Responsible for By Appointment – HNWIs and first-time clients using Personal Shopping, The Penthouse – HNWIs, Celebrities and Elite/VIP clients, The Private Service Suite – Royal Families, Heads of State, Presidents and The Gift Bureau – Wedding Registry service at Harrods. Role also involved front of house duties such as meeting and greeting of clients, providing excellent customer service on a daily basis and going above and beyond their needs according to Harrods standards of excellence as well as administrative tasks. It also included working closely with the Marketing/Events Manager during important traditional holidays such as the Chinese New Year and Ramadan within By Appointment. Involved in special projects with the Qatar Royal Family as well as Qatar Holdings (QIA).



### ● PR & Showroom Coordinator

Mulberry | Aug 2015 - Mar 2016

Worked alongside Mulberry's PR Director and Sample Manager. Responsible for sending out samples both in the UK and Internationally using Fashion GPS. In charge of the Showroom, daily press updates, PR and Social Media accounts as well as assisting during press days, client meetings and daily administrative tasks.

- **Showroom Supervisor and PA to International Franchise Manager**

Diane von Furstenberg | Jan 2014 - Jan 2015

Involved supervising the interns and ensuring smooth setup of the showroom as well as overall maintenance of the showroom and coordinating with management. Also in charge of model fittings and VIP client meetings. Also involved being the personal assistant to the International Franchise manager of DVF where responsibilities included diary management, administrative duties and assisting with events/meetings. Role included travelling to Milan and Paris during fashion week.