



# Vanessa François

Fashion Sustainability & Communication/Marketing Consulting | Executive MBA Institut Français de la Mode

Paris, France

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## Links

[LinkedIn](#)

## Languages

French (Native)

English (Fluent)

Spanish (Basic)

## About

### SUSTAINABILITY & COMMUNICATION IN FASHION & LUXURY

Expert in 360 Marketing & Communication | Brand Strategy | Partnership | CSR strategy

It all starts with sincerity of purpose !

Passionate about know-how, innovation and circularity, I'm committed to promoting and supporting the sustainable transformation of FASHION & LUXURY companies.

I like to help people and organization to schift, to progress, to commit them to positive transformation and to align their communication to the sustainable goals.

### TO DO THIS

- Shift the narrative
- Lead with science
- Change behaviours and practice
- Reimagine values
- Drive advocacy

### How did I get here?

Recently graduated from IFM's Global Fashion Management Executive MBA (Class of 2022), I am a lover of brands with strong DNA and I've developed a deep expertise in CSR strategy.

The climate change is a key challenge that also drives growth opportunities, which I wrote a thesis on, titled "CSR, A WINNING CIRCULAR ECONOMIC MODEL".

### MY CAREER PATH

15+ years working in Image, Awareness & Influence Marketing with International development, great culture and values.

### IN BONUS

Live in Paris but, worked all over France, USA, Australia, Asia, EMEA, UK and emerging countries.

I love ART, DESIGN, FASHION, TECH and NATURE.

### BRANDS WORKED WITH

- Business France
- CB News
- Instinct Créateur
- Institut Français de la Mode
- Moreau Paris
- Première Vision
- The Woolmark Company

## Experience



### ● Eco Campaign Sustainability French Consultant

The Woolmark Company | Apr 2023 - Now

Supporting Marketing & 360 Communication campaign strategy thanks to:

- French Market Approach | Fashion Outlook
- Regulatory compliance
- Aligning communication to the sustainability goals
- Driving advocacy

### ● Fashion Sustainability & Communication Consulting

| Jan 2023 - Now

BRANDS THAT ALREADY TRUST ME: THE WOOLMARK COMPANY, PREMIERE VISION...

I support positive transformation of your company, from your purpose, to your business model, strategy, roadmap, collective commitment... right through to communication. I make your CSR strategy a growth driver, step by step.

- => Giving consumers and trends CSR insights
- => Rethinking your brand strategy (brand platform, brand content & positioning)
- => Rethinking your business model (sustainability = ROI)
- => Promoting your CSR initiatives (no greenwashing)
- => Aligning fashion communication to the European sustainability regulations
- => Influence & PR (based on a solid ecosystem)
- => Engaging your partners, communities and employees

#### MY EXPERTISES

##### COMMUNICATION & MARKETING

360 Communication & Marketing Strategy | Influence & PR | Brand Strategy (Brand platform, Brand content, (Re)positionning, 360 activation) | Project Management | Business Development & Partnership | Managerial Transition | International Coordination | Management

##### CSR

CSR strategy | Partnerships  
 CSR Business model | Eco-design | Recyclability | Rental | Second hand  
 Consumers and trends CSR insights | Trends forecasts  
 CSR Reporting | Ecological Transition | Carbon balance  
 Regulatory Compliance | European & International sustainability regulations

##### TOGETHER

We can get involved in positive impact projects, create desirable changes & reinvent the Future of Fashion.

Voir moins



#### ● Fashion-Tech Ambassador

Première Vision | Jan 2023 - Jun 2023

For a more responsible Fashion.

Increase awareness of 20 Fashion-Tech startups among luxury and fashion brands, introducing digital solutions for transparency, traceability and ecoconception.

Brand content "Smart Tech White Paper"

Why Smart Tech is transforming Fashion? Digital solutions for a Sustainable Fashion.

Rewriting French version.



#### ● Executive MBA, Global Fashion Management

Institut Français de la Mode | Aug 2021 - Jan 2023

Digital / Sustainability / Change of consumers behaviours

In partnership with the FIT in NEW YORK and HONG KONG Polytechnic University.

With a true international perspective, it prepares high-potential executives for top-level managerial responsibilities in the fashion and creative industries at large.

4 International Retail Seminars: NEW-YORK / HONG-KONG / MEXICO / PARIS

Projects:

HERMÈS

CHANEL

GUCCI

SCHIAPARELLI

MESSIKA

STELLA MCCARTNEY

VESTIAIRE COLLECTIVE

JACQUEMUS

LORO PIANA  
BRUNELLO CUCINELLI  
AZ FACTORY  
TIPOLOGY

Voir moins



- **Head of Global Communication and Marketing**

Moreau Paris | Sep 2020 - Aug 2021

French brand of luxury leather goods  
Responsible for increasing the International awareness of the brand (USA, UK, Japan, China, FR) by proposing a new Communications / PR strategy and e-Marketing plan. Leading International teams (UK, Japan, USA) and 4 agencies (PR, SEO/SEA, e-commerce and Digital content creation).

- **Head of Communication, Marketing & PR Partnership**

Instinct Créateur | Sep 2018 - Sep 2020

Fashion label for emerging fashion designers  
In charge of Marketing, Communication and Partner strategy plan and implementing the operational by leading a team of 3 people (digital / content social / events). Repositioning the label (diversity, inclusion and CSR) and deploying an influential PR strategy.



- **Head of brand & International Communication 360**

Business France | Aug 2015 - Jan 2019

French government agency  
Responsible for promoting the economic attractiveness of France, highlighting its "savoir-faire", creativity, innovation and entrepreneurship, all sectors combined. Piloting and running a 360° cross-channel and digital campaign in 9 countries (USA, Europe, Asia) so-called "Creative France". Budget €8M. Leading a committee of 20 private and public partners (ADP, Air France, Pernod, Airbus, France Media Monde, Ministries etc.).



- **Corporate Communications Project Manager ASIA**

Business France | Aug 2011 - Jul 2015

In charge of implementing the global communication strategy from the HQ within Asian subsidiaries and animating the Asian & BRICS communities set up in France (1000+ companies from Korea, China, Brazil, India, Japan, Russia). Developing private & public Partnerships (Embassies, CCI, Deloitte, Mazars, BPI etc.).



- **Communication/Account Manager**

CB News | Dec 2009 - Dec 2010

Responsible for developing the digital section of CBWeb le Club and building the operational and digital marketing strategy.



- **Marketing/Account manager**

CB News | Sep 2004 - Dec 2009

In charge of operational marketing, developing a BtoB portfolio (agencies, advertisers) and managing events Partnerships.

## Education & Training

2021 - 2022

- **Institut Français de la Mode**

Executive MBA,

2003 - 2003 ● **ESG Management School**

Master in Marketing and Advertising,

2001 - 2002 ● **Université Paris-Est Créteil (UPEC)**

Master's degree in Commercial engineering, Spec. in Management,