



Khrystyna Synyt-ska

Fashion Business Executive & Creative

📍 London, UK

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Languages

English

Russian

About

Fashion business consultant and creative director with 15+ years of experience in brand development, communication and management.

Strong organisational skills, time management, communication and product development.

Clients: ELENAREVA (UA), Anna October (UA), FROLOV (UA), FyodorGolan (UK), Mariejeanne (FR) and many other international brands.

BRANDS WORKED WITH

ELENAREVA

MARIEJEANNE

QASIMI

TENDER+STUBBORN

Y&K Worldwide

Experience

● Founder

TENDER+STUBBORN | Mar 2023 -

We sell vintage fur coats and biker jackets all year long.

Our goal is to popularise second hand throughout affluent audience in order to create the trend for purchasing second-hand and win a larger stake for this market. Make reduce, reuse, repair and resell the new black.

Our long term goal is to develop innovative business concept and create the environment (infrastructure, law-system, community) that takes full responsibility for its footprint making it accessible for other businesses to follow.



● Business Development Consultant

MARIEJEANNE | Jun 2022 - Mar 2023

1. CONSULTING.

Objectives: Consult the owner of the company on the business development related queries to improve overall performance and reach company's objectives.

Areas of consulting: Product development, Brand's Communication, Positioning, Negotiations, Business strategy, Planning and Budgeting, Sustainability goals.

2. WHOLESALERS.

Objectives: Develop new distribution markets, organise the process of communication and increase sales with the current accounts.

Tasks included: Market analysis, Development of sales strategy and techniques, Creating and handling database, Reach out to new accounts, Regular Follow ups, Maintain strong relationships with current accounts, Increase turnover.

● Founder

Y&K Worldwide | Aug 2014 - May 2022

- Wrote business strategies, based on the company's objectives and positioning. Team management, digital marketing, and brand development.
- Planned and developed project management deliverables: Committee Reports, Working notes, PPT presentation focusing on CSR topics.
- Participated in the development of internal communication media: videos, posters, a press based on target audience research, and editorial content development.



● **Managing Director**

ELENAREVA | Sep 2011 - Aug 2014

- Developed the business model and marketing strategy. Wholesale expansion. Fabric supply.
- Fashion show A-Z organization. Upcoming collection concept development. Look books and line sheets from scratch. Photoshoots.
- Showroom and brand studio opening: from finding the location and signing the contract to actual opening event organization.
- Hiring and managing all personnel.



● **Project Specialist**

QASIMI | Jun 2011 - Sep 2011

- Fashion show A-Z organization.
- Creating partnerships with Harry Winston jewelry for the show & multiple others.
- Casting models such as Yasmin Le Bon, Erin O'Connor, Lily Cole, and Carmen Dell'Orifice.
- Day-by-day CEO schedule management. Office management.

Education & Training

2010 - 2011 ● **London College of Fashion, University of the Arts London**

Postgraduate Diploma,

2006 - 2009 ● **Istituto Marangoni**

Bachelor's degree,