



Chloé Neyret

Vioz

Brand Director at AQUALIS LONDON

📍 London, UK

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Languages

English (Fluent)

French (Native)

About

Accomplished Brand Director with a proven track record in both online and offline Marketing, combining analytical proficiency with a creative outlook. With over a decade of expertise in nurturing the growth of emerging Luxury Fashion and Beauty Brands, I leverage my strong managerial and design skills to drive Brand excellence and ignite commercial success.

BRANDS WORKED WITH

AQUALIS LONDON

L'Wren Scott

Rebecca Lafont

River Island

Sunspel

Experience

● Brand Manager

AQUALIS LONDON | Dec 2019 -

• Directly reporting to the CEO, I oversee Brand Management and Development:

- Successfully launching the brand in Harrods in 2020, ranking as one of the top 10 brands in Harrods Salon de Parfums in 2022.

- Leading the development of a comprehensive International Marketing strategy, encompassing initiatives such as overseeing Brand launch events in South Africa (Cape Town, Pretoria, and Johannesburg), launching a Pop-Up store in Alhazm (Doha, Qatar) and organising promotional sites in Harrods during key annual events

- Providing Marketing Support (VM Guideline, Ecomm Artwork, Influencer partnerships, PR) in territories such as the Netherlands and South Africa (Skins Cosmetics), and Russia (Molecule).

- Playing a pivotal role in product development by analysing market trends and target audiences to drive the creation of new fragrances. I also contribute to the new packaging, identifying new suppliers and materials to make our packaging more sustainable.

- Crafting comprehensive Brand Image Guidelines, including Visual Merchandising and artwork guidelines, to uphold the brand's luxurious and minimalistic vision.

- Leading the development of artwork for various campaigns, including video and photo content across E-commerce, Instagram, TikTok, and the Aqualis Newsletter.

- Nurturing partnerships with International Influencers. This includes co-ordinating collaboration calendars and leveraging these talents to showcase our products



● French Translator

River Island | Oct 2012 - Dec 2012

English to French translator, Fashion copy for River Island online store-London HQ.



● Retail Store Manager

Sunspel | Sep 2012 - Dec 2019

West London Retail Manager:

- Flagship Chiltern st Store: Grew store turnover from £475k 2014 to £1m 2019.

- Notting Hill Store: Grew store turnover from £95k 2017 to 500k 2019.

- Staff Management/ HR: Handling for the London retail Team:

Hiring staff, payrolls, rotas, staff holiday allowances, training and conducting appraisals plus disciplinary meetings.

Marketing-Store events: Event production (Monocle, Gentlewoman, Cereal..)

Analysis of the area: Engaging with Member Clubs and Hotels (Chiltern Firehouse, Electric Cinema, Shoreditch and Soho House...) to create tailored shopping experiences and events with their clients.

Launching a Christmas Event on Kensington Park Rd and beyond in Notting Hill.

- Reports: Monitoring stock and staff performance, KPIs via pivot tables. Weekly action report.

- Stock management: Seasonal buy in for Flagship and Notting Hill stores. Forecasting, best sellers and lost sales. Liaising with the design team, collections feedback and product performance. Organising stocktakes.

- Co-managing Sample Sales (×2 /year, 150K during three days of sale) and Six new stores opening (Vm-Stock-Staff) in London and Berlin.

● Assistant Fashion Designer

L'Wren Scott | Sep 2009 - Sep 2012

Sourcing fabrics, supplies, patterns, and embroideries for the collections, Advisor for the Showroom, Fashion shows assistant.

● Fashion Stylist Assistant

Rebecca Lafont | Sep 2009 - Nov 2009

CREDIT MUTUEL TV advertising. NELLY RODY PARIS, Trend book fashion editorial. LUXURIANT magazines fashion editorial

Education & Training

2006 - 2008 ● **ESMOD École Supérieure des Arts et techniques de la Mode**

BA Fashion Design (Luxury Prêt-à-Porter),

2004 - 2006 ● **SUPDEMOD - Fashion Design & Business School**

BT VMC (A-Level),

2002 - 2004 ● **ESAA La Martinière Diderot**

BEP MMI (NVQ Level 3),