

GAYLE SMITH

CONSULTANT/VP of DESIGN, BRAND STRATEGY & CREATIVE

OVERVIEW:

Hybrid design executive, straddling innovation in **fashion, beauty** and **wellness**. Pro at launching new brands and re-defining existing ones. Highly attuned to the zeitgeist and tracking social trends to determine consumers unmet product needs and how to address them. **I understand the critical balance of innovation and approachable scale in strategy, design and marketing.**

OBJECTIVE:

To partner with agile companies to build powerful and well-positioned brands. Inspire and lead creative teams to deliver their best design solutions and business ideas. Hungry to push next-level everything to build brands that resonate.

CURRENTLY:

CREATIVE & STRATEGY CONSULTANCY - SMITH BUREAU - Sept 2019 to present. Working primarily with CEOs and founders in start-ups, small and large, luxe and mass. Projects can begin with creative strategy for product concept and evolve through all stages of brand building through to customer facing content strategy and marketing.

CORPORATE EXPERIENCE:

VP DESIGN & CONCEPT – CLIQUE MEDIA / WHO WHAT WEAR - May 2017 to April 2019

VP GLOBAL TREND & CONCEPT - GAP - April 2015 to Feb 2016

SVP LEVEL BRAND STRATEGY & CREATIVE CONSULTANT - VICTORIA'S SECRET

Reported directly to CEO to redefine brand story/product - July 2013 to April 2015

EXECUTIVE DIRECTOR, DESIGN - URBAN OUTFITTERS - July 2010 to July 2012

VP LEVEL DESIGN, BRAND STRATEGY CONSULTANT - Dec 2007 to June 2010

EDUN, LMVH; AMERICAN EAGLE OUTFITTERS; JUICY COUTURE; PINK, V SECRET

VP DESIGN & BRAND VOICE - PINK, VICTORIA'S SECRET - Feb 2003 to May 2007

DESIGN DIRECTOR - LIMITED DESIGN SERVICES, THINK TANK - Dec 2000 to Feb 2003

CREATIVE DIRECTOR, SENIOR DESIGNER - MARK EISEN - May 1997 to Oct 2000

SENIOR DESIGNER - POLO JEANS, RALPH LAUREN - May 1996 to May 1997

CAREER HIGHLIGHTS: Start-Ups that made it big -

@PINKVictoria's Secret - As VP Design & Brand Voice, built the PINK business from think-tank concept to **\$750 million omni-channel business**. Always looking to emulate that phenomena & build brands that resonate, with collaborative high performing teams.

@MERITBeauty - Part of CLIQUE startup team that developed concept, packaging & sourced manufacturers for clean beauty brand. Launched DTC - Feb 21/Sephora April 21

@VERSEDSkincare - Part of CLIQUE launch team that created pitch & product launch assortment for clean skincare line. Sold \$100m of product in year one. LMVH invested. Launched DTC/1,400 Target doors/ Dermstore & Revolve - May 2019

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RECENT CLIENT/ PROJECTS:

Sept 2019 to Present.

CELEBRITY BRANDS:

Created investor pitch decks & product collection concepts for:

- **Kylie Jenner** (Fashion)
- **Kendall Jenner** (Fashion)
- **Brooke Shields** (Beauty)

GLOBAL DESIGNER BRANDS:

Reviewing brand positioning, product assortment, merchandising, customer, content strategy, etc

- **Vanessa Bruno** (Fashion - Paris)
- **RM Williams** (Mens - Sydney)

US CONTEMPORARY BRANDS:

Brand analysis, brand books, marketing messaging:

- **R13** (Designer Denim)
- **Frame** (Contemporary Denim)
- **Good American** (Womens Denim)
- **Brady** (Mens Active)

LINGERIE & WELLNESS :

- **Bare** for Bare Necessities,
- **Underclub** (Lingerie)
- **Womaness** (Wellness)
- **Safely** (Clean Home Product)

US Mass Brands :

Trend and culture capture for:

- **Target** (Active wear)
- **Gap** (Womenswear)

EDUCATION :

- **BA First Class Hons. Fashion**
- Kingston University, UK