



Suki Swift

Creative Strategist • Brand Innovation Lead • SNR Project Manager • (PhD Candidate) Luxury Goods • Fine Fragrance • Niche Perfumery • Beauty & Wellbeing USA APAC EMEA

Richmond, UK

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Languages

- English (Native)
- French (Work Proficiency)
- Hindi (Fluent)
- Spanish (Basic)
- Urdu (Fluent)

About

I am a multi category, multi channel Global Product Innovation Lead • Creative Design Strategist • PhD Candidate in Design spearheading premium consumer centric design innovation delivering exceptional products services and brand experiences globally .

Leading on Product and Experience Innovation and Ideation delivering winning products for some of the world's award-winning Luxury Goods Brands inc : charlotte tilbury global • sephora.com • clarins asia • takasago • symrise • firmenich • iff • space nk • parfums c dior • hermes asia • diptique • design hotels • aman hotels • the four seasons hotels asia • the datai langkawi • wgsn • luxe asia harvey nichols • selfridges & co • nielsen • kantar • mintel • l'occitane provence across the following categories : Luxury Apparel • Accessories • Niche Perfumery • Beauty & Wellness Brands & Platforms across USA APAC EMEA

KEY SKILLS

- International Project Management
Project Management experience managing multiple projects concurrently across cross-cultural geographically dispersed teams, clients, projects across external and internal teams.
- Creative Strategy • Consumer Centric Design & Product Innovation
- Strategic Brand Marketing & Communications
Experience gained from both Brand / Agency-side roles cross category . Execution of strategic rich communications (Digital Copy Visual Content Social Media Blog Editorial Immersive Events & Activations)
- Global Luxury Brand Strategy
Reimagining Redesigning Consumer Centric Products and Service Innovation.
- Global Market Insights & Trends Analyst
Conversion of Industry Insights to identify revenue gaps using Qualitative & Quantitative Research methodologies inc: in-depth Market Research Studies & Future Trend Analysis Survey Design • Sensory Panel Design & Management
- Olfactive Trainer • Global Innovation and Entrepreneurship Education • Olfactive Trends • Insights Analysis

BRANDS WORKED WITH

ANOKHI Charlotte Tilbury Beauty Gap Inc.

L'ALCHIMISTE PARFUMS (FR) SENSORY BRANDING

L'ALCHIMISTE PARFUMS (FR) SENSORY BRANDING • MARKETING • COMMUNICATIONS...

The Body Shop United Nations Victoria and Albert Museum WGSN

THE GAP • RALPH LAUREN • DKNY

Experience



● Global Fragrance Education Manager

Charlotte Tilbury Beauty | Nov 2023 - Now

Design and delivery of high-quality, creative, blended learning Global Fragrance Education & Marketing Toolkits for end-to-end consumer facing fragrance education programs

Deployment of a wide variety of training methods including Classroom, In

- Store, LMS, Digital & Experiential training ensuring alignment of global market-specific commercial and cultural needs.

● **L'ALCHIMISTE PARFUMS (FR) • ATELIER De PARFUMERIE •**

The Royal Botanic Gardens , KEW | Sep 2020 - Now

Global Fragrance Education Consultant • Principal Olfactive Trainer
Retail Education Design and Delivery of Olfactory Training & Workshops

Design & Delivery of immersive engaging Fragrance Masterclasses , Im-
mersive Training & Sprints for Global Fragrance Education • Sales & Retail
Marketing Teams •

Global Fragrance Trends & Insights • Market Analysis EU APAC ASIA USA

•
Niche Perfumery • Fine Fragrance Creation • Formulation Masterclass

● **L'ALCHIMISTE PARFUMS (FR)**

L'ALCHIMISTE PARFUMS (FR) SENSORY BRANDING • MARKETING • COM-
MUNICATIONS AGENCY | Jul 2016 - Now

Global Senior Project Manager • Innovation Lead • Fragrance & Beauty •
APAC EMEA USA

Creative Innovation of winning products and brand experiences for Pre-
mium Fine Fragrance • Niche Perfumery • Skin Care • Beauty • Personal
Care • Air Care • Fragrance Houses • Botanical Ingredients Partners

KEY SKILLS

Innovation for a wide range of premium brands products and experi-
ences delivering holistic engagement across multiple channels , driving
growth and increased revenues for brands globally.

NPD • Product Design & Engineering cross category inc : Luxury Goods
• Fine Fragrance • Niche Perfumery • Skin Care • Beauty Brands and
Specialist Fragrance Ingredients

Global Project Management: 14 + yrs Project Management experience
with solid experience of cross cultural teams in multiple geo locations.
Management of cross-cultural geo dispersed teams, clients, stakeholders
+ external and internal Design Brand Marketing Sales and R&D Teams
concurrently.

Global Fragrance • Beauty Marketing Brand Comms : Execution & De-
livery of Global Marketing Brand Communications, Content Strategies
& Campaigns across all physical & digital touch points . Execution of
Immersive In Store Luxury Retail Beauty Events, Environmental Design
Pop Ups Visual Communications and Brand Activations. Delivery of Per-
fumery Trend & Insight Reports Proposals, Pitches for all Digital and
Social Media Channels Brand Copy TOV Editorial

Consumer Trend & Insight Analyst : Conversion of Academic and Indus-
try Consumer Insights to identify and drive revenues using Qualitative
& Quantitative methodologies inc: in-depth Market Research Studies
& Trend Analysis • Market Survey Design • Sensory Panel Design and
Management SEA APAC EMEA

L'ALCHIMISTE PARFUMS (FR) Artisanal Consultancy Premium Fine Fra-
grance • Niche Perfumery • Skincare • Beauty • Cosmetics Inspired by
Mother Nature Made in France www.lalchimisteparfums.com



● **Design Strategist • Trend Forecasting • Design Research
• EMEA APAC CHINA**

WGSN | Feb 2008 - Sep 2016

WGSN MINTEL EUROMONITOR TREND BIBLE AGENCIES APAC EMEA •
FREELANCE

Luxury Market Research Consumer Trend Forecasting Insights & Analy-
sis

Cross Category - Premium Luxury Apparel • Fragrance Skin Care Beau-
ty

Market Research • Trend Analysis • Reporting

Luxury • Premium Shopper Trends Insights & Analysis - APAC EMEA CHI-

NA
International Market Research Insight Analysis
Key Areas : Sustainability • Circular Design



● **Design Strategist • Sustainability Consultant**

United Nations | Jan 2002 - Jan 2005

Designed and delivered Micro Enterprise Projects for Fashion Business Management.

Created and delivered Training Programs in Laos, India, Bangladesh, Indonesia and regionally throughout S.E Asia.



● **COUNTRY HEAD • DESIGN DIRECTOR • ASIA APAC EMEA**

The GAP | Jan 1999 - Dec 2010

Accomplished Country Head • Design Director with extensive in country design management (Asia APAC EMEA) experience across multi-product : RTW Womenswear, Active wear and Accessories (Leather), at both luxury brand level and premium market level for multi channel retail and wholesale brands across multiple markets specifically EU USA EMEA to achieve optimal results.

Core Expertise

Design Direction • Concept Ideate Prototype Test Make
Design Innovation - Product
Supply Chain / Production Management
Sampling



● **Fragrance : Skincare : Body Care • Cosmetics Print & Packaging Design**

The Body Shop | May 1994 - May 1997

Fragrance Skincare Body Care NPD Beauty Care NPD
Packaging Design
Print + Surface Design



● **Curatorial Assistant**

Victoria and Albert Museum | Jan 1994 - Feb 1995

Curatorial Assistant Nehru Gallery



● **Luxury Print Designer**

ANOKHI | Feb 1993 - Sep 1995

Luxury Print Design : Apparel : Accessories : Interiors

Education & Training

2024 - 2029

● **ISIPCA**

Doctor of Philosophy - PhD,

2020 - 2022

● **Hyper Island**

MA Digital Media Management, MA Digital Media Management

2019 - 2022

● **The School of Natural Skincare International**

Advanced Skincare Formation,

2018 - 2019

● **Squared Online**

Google | Digital Marketing Management | Leadership,

2015

● **CIM | The Chartered Institute of Marketing**

Member,

- 2013 - 2015 ● **Kingston University**
MSc International Marketing • Luxury and Sustainability , International Marketing : Luxury and Sustainability
- 2013 - 2025 ● **Cinquième Sens Paris France**
Fragrance Design Formulation and Application,
- 1997 - 1999 ● **De Montfort University**
Structured Lingerie : Contour Fashion,
- 1989 - 1992 ● **The Manchester Metropolitan University**
Bachelor of Arts (B.A.) Hons Fashion : Textiles , Fashion : Textiles