



Aude Pechoux

Chief Marketing Officer

📍 Paris, France

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Languages

French (Fluent)

English (Fluent)

About

Marketing and Communication Director with a 20 year experience working in the Luxury industry, benefiting from a wide-ranging product knowledge in Fashion, Fragrance and Jewellery. Advanced skills in three main areas: Product Marketing, Image & Communication, Strategy. Member of the Executive Committee since 2007, I have proven record of leadership and entrepreneurship with good organizational abilities and a strong result-orientation.

BRANDS WORKED WITH

Cartier

Chloé

Delvaux

PARIS ICICLE

TINY DHARMA

Experience

● INTERNATIONAL MARKETING DIRECTOR

PARIS ICICLE | May 2019 - Now

Founded in 1997, Icicle is a leader in high end ready to wear in China, with an eco-conscious vision. Teaming up with the founders, upgrading of the brand in all its dimensions (visual identity, image, collections), for China (270 stores, +25%/year) and international expansion in 2019 with its first flagship in Paris, avenue George V. In 2018, Icicle Group took over CARVEN French Fashion House.

- Elaboration of the yearly communication plan in collaboration with the Chinese marketing and merchandising teams.
- Creation of visual content and associated story telling packages (corporate campaigns, look book, products push « Natural Way », Xmas...)
- Development and management of social networks (IG, FB, Twitter, Youtube), ICICLE.com website and of the e-commerce image
- Coordination of the media plans on and off line
- Monitoring of public relation, press and events
- Supervision of cultural activities in Paris (animation of ICICLE cultural space, exhibitions, talks...)

● Entrepreneurial project

TINY DHARMA | Aug 2017 - Apr 2019

Creation and construction of a wellness center in Nusa Lembongan, Bali.



● MARKETING AND COMMUNICATION DIRECTOR

Delvaux | Jan 2015 - Aug 2017

- Main functions : Strategy, brand positioning, communication, visual identity, press, events, digital, CRM, visual merchandising
- Defining brand positioning, on and of f-line identity (brand book, graphic charter...)
 - Defining marketing and communication strategy and worldwide implementation
 - New website, development of digital communication with social network
 - Creating visual merchandising department and associated guidelines
 - Coordinating press and events worldwide
 - Creating CRM department and customer experience
 - Creating Patrimony department and Delvaux museum



● MARKETING DIRECTOR

Chloé | Feb 2011 - Apr 2014

Main functions : Architecture, Visual Merchandising, CRM, Visual Identity, Leading a team of 10.

Within the implementation of the new customer centric organization and in line with the Maison development strategy, define and ensure the highest standards of service and customer experience, both of fline and online, in coherence with the brand DNA and image. Unique and global

experience, defined by:

- Clarifying brand positioning and drawing up a « brand book »
- Renewing Chloe store architectural concept: in collaboration with Joseph Dirand, Chloe first flagship store, 253 rue Saint Honoré Paris, opened January 2013. Consecutive worldwide roll-out with 50 openings and refurbishments
- Strengthening brand image: visual merchandising, show room, windows, events and packaging. Team reinforcement and seasonal guidelines development to insure global consistency



● **LICENCE DIRECTOR**

Chloé | Nov 2007 - Feb 2011

Shoes (IRIS), Sunglasses (Lamy, Marchon), Children RTW (CWF), Swimwear (Albiseti), Japanese license
Business unit of 80 M€

Main functions : leading a team of 10 product managers and designers, from collection brief to production. Transversal management of license partners.



● **STRATEGIC COORDINATOR**

Chloé | Jan 2005 - Jan 2010

- Coordination of the 5 years strategic plan of Chloe Maison, yearly mission, reporting directly to CEO
- Providing face to face coordination with Chloé departments heads and Richemont Marketing Services team



● **JEWELLERY PRODUCT MANAGER**

Cartier | Oct 2000 - Mar 2004

- Ran competitive analysis and benchmarking
- Define product offer: range, price management, sales analysis
- Organize product launch: visual merchandising, promotion, events
- Inventories management: monthly purchase order, shipment tracking, wholesale and retail dispatching, low turnover products inventory cuts
- Create sales training and incentive tools

Education & Training

2010

● **PARIS MOORTGAT PARIS**

EXCELLENCE IN MANAGEMENT,

1996 - 1999

● **PARIS KEDGE BUSINESS SCHOOL**

MBA, MANAGEMENT TRACK,