



VIP  
Client relations

DELIVERABLE TYPES  
Proposal - mood boards -  
events

BRAND  
Immersion  
Deep luxury brand  
alignment

### ABOUT THE ROLE

At Hayley Menzies, the iconic London-based luxury knitwear and fashion brand known for its bold prints and vibrant bohemian aesthetic, I worked within the Marketing & Customer Care team, gaining hands-on experience in VIP client relations, influencer gifting, event coordination, and creative visual production. The role placed me at the intersection of luxury brand management and creative marketing, requiring both precision and aesthetic sensibility



# WHAT I DID

My contribution across VIP relations, creative outputs and brand communication.

## 01 VIP customer relations & communication

Acting as a key point of contact for Hayley Menzies' most valued customers and stakeholders.

- Communicated directly with VIP customers via email and phone
- Coordinated logistics and fulfilment for special customer requests and maintaining the brand's luxury tone
- Managed incoming customer care enquiries, coordinating timely
- Supported stakeholder communications around events, new arrivals
- Maintained professional brand voice across all written seasonal campaigns communications, aligned with HM image

## 02 Influencer gifting & creative visual production

Producing strategic creative assets and managing end-to-end influencer gifting initiatives.

- Created VIP dressing proposal PDFs showcasing key looks
- Developed social media content layouts ensuring full alignment with Hayley
- Produced influencer gifting mood boards and developed Menzies brand identity
- Compiled trend research reports with visual references to inform seasonal packaging concepts to elevate presentation
- Designed event invitation visuals and guest list materials for creative direction and activations

## 03 Event organisation & brand activations

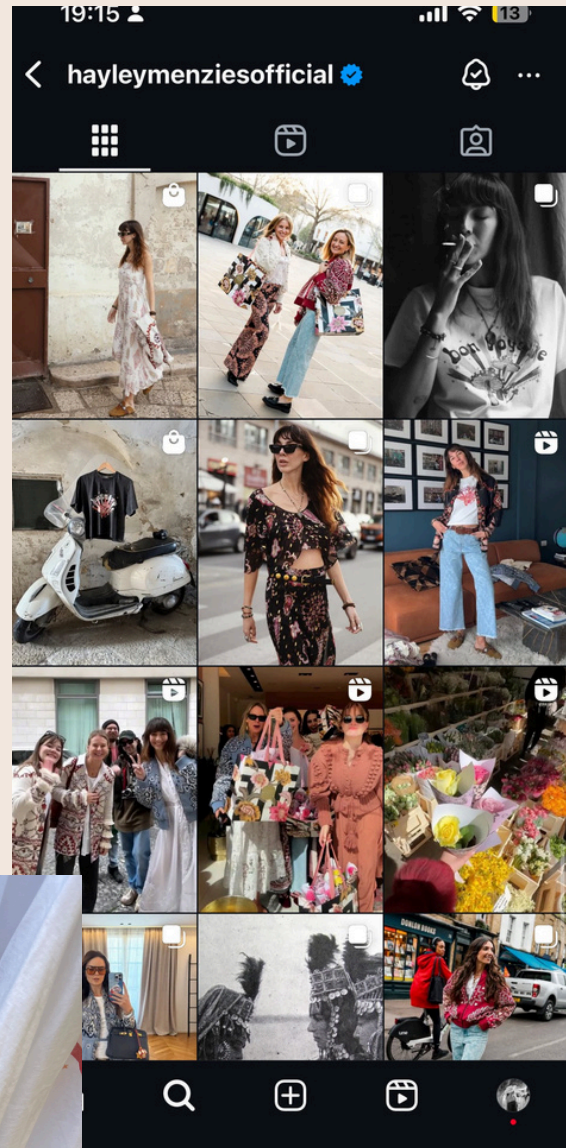
Supporting the planning and delivery of in store events and wider brand activation moments.

- Assisted in organising photoshoots, coordinating models, styling, and on-site logistics
- Promoted events across social media channels and internal communications to drive attendance
- Supported end-to-end event planning
- Provided on-the-day event support, ensuring seamless delivery aligned with brand standards
- Coordinated guest lists and managed VIP invitations for brand





Photo shot for website



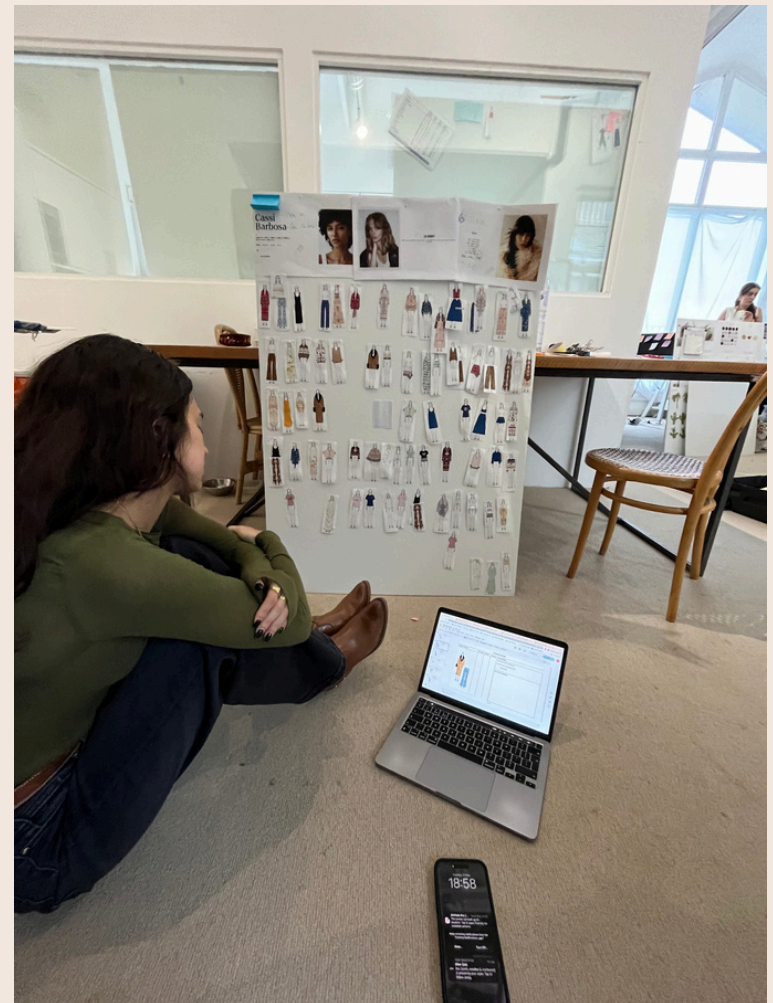
Curated Instagram



Portobello 15 year anniversary pop up



In store event, staff selfie



Organisation for photoshoot