

KURT GEIGER

Work Placement Module

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KURT GEIGER

KURT GEIGER'S VISION:
"TO BE THE WORLD'S LEADING MULTI-CHANNEL
RETAILER OF LUXURY BRANDED SHOES AND
ACCESSORIES"

1963	1977	2005	2009	2011	2014	2018
Opens first store on Bond Street	Starts operating in Harrods & HOF departments	Launches proprietary e-commerce platform	Introduces Stiletto as brand signature	Launches 'Everything but the dress' concept	Opens shoe heaven in harrods & expands into Asia & Australian market	-Opens biggest KGL boutique in Selfridges London (biggest in Europe) -Partnered with Aldo to run all concessions in the UK



KURT GEIGER

#1 UK PREMIUM FOOTWEAR BRAND

LAST YEAR KG SOLD 4.5MILLION UNITS OF STOCK

KG SELL OVER 250 BRANDS

KG RUN OVER 300 KG STORES AND CONCESSIONS

THEY ARE EUROPE'S BIGGEST LUXURY SHOE RETAILER

VOTED CONTEMPORARY ACCESSORIES BRAND OF THE YEAR BY "GRAZIA" MAGAZINE IN 2018

ALL PRODUCTS ARE DESIGNED AND STORED IN HEADQUARTERS ON BRITTON STREET

KG ARE CURRENTLY IN 28 COUNTRIES WITH TALKS OF OPENING IN INDIA, RUSSIA, SOUTH AFRICA & SOUTH EAST ASIA IN HOPES OF BECOMING GLOBAL.



KURT GEIGER - MY ROLE

PR PRESS ASSISTANT

My main roles were:

- 1. Analyse press from Magazines and Newspapers**
- 2. Hotsheets of Trends**
- 3. Send Out samples to VIPs and Press. Process returns**
- 4. Visual Merchandising of new season stock ready for the Press Day**
- 5. Press day**



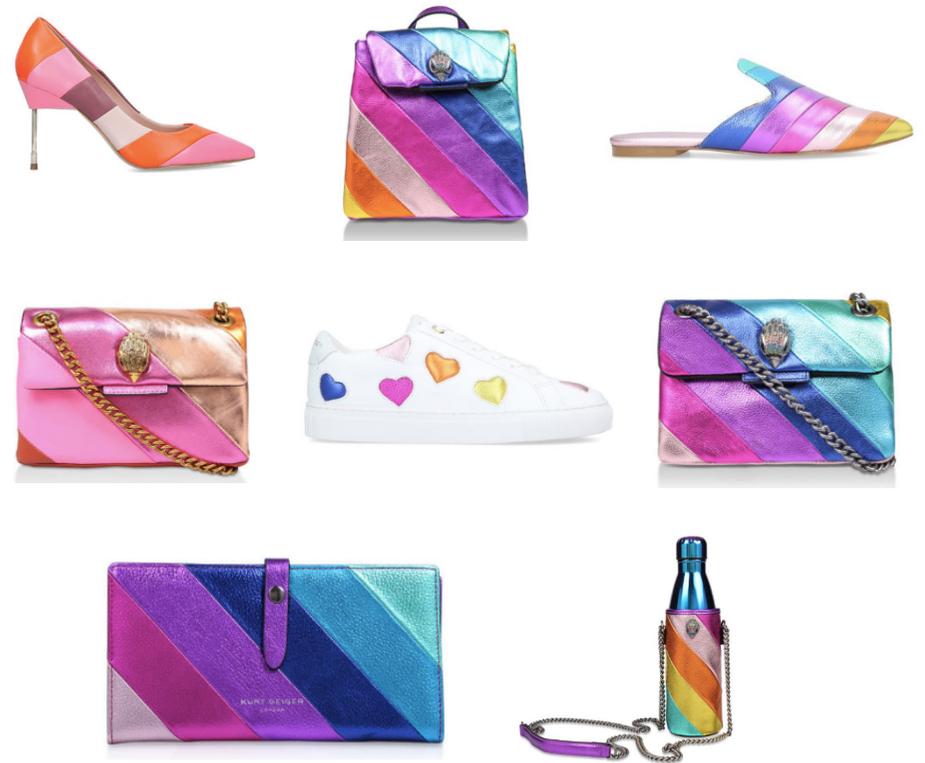
Hotsheets of Trends

I had to put together hotsheets of the upcoming trends based off of the product that was 'new in stock'. This included examples such as the rainbow trend, and the yellow trend.

Yellow Trend



Rainbow Trend



Kurt Geiger shoes have previously been worn by...



Julia Roberts



Kendall Jenner



Meghan Markle



Holly Willoughby



Beyoncé



Send Out samples to VIPs and Press. Process returns.

I had to send out samples to Press and VIPs. Press send outs would range from sending stock to Liberty's and magazines such as Hello!

VIPs included sending stock out to celebrities such as Lottie Moss, Liam Payne, Caroline Flack, Naomi Scott and Louise Pentland.



Caroline Flack



Louise Pentland



Naomi Scott



Liberty London

HELLO!

Hello! Magazine



VIPs showcasing product distributed by myself...



Lottie Moss

Heels needed wore at Pronovias fashion show in Barcelona



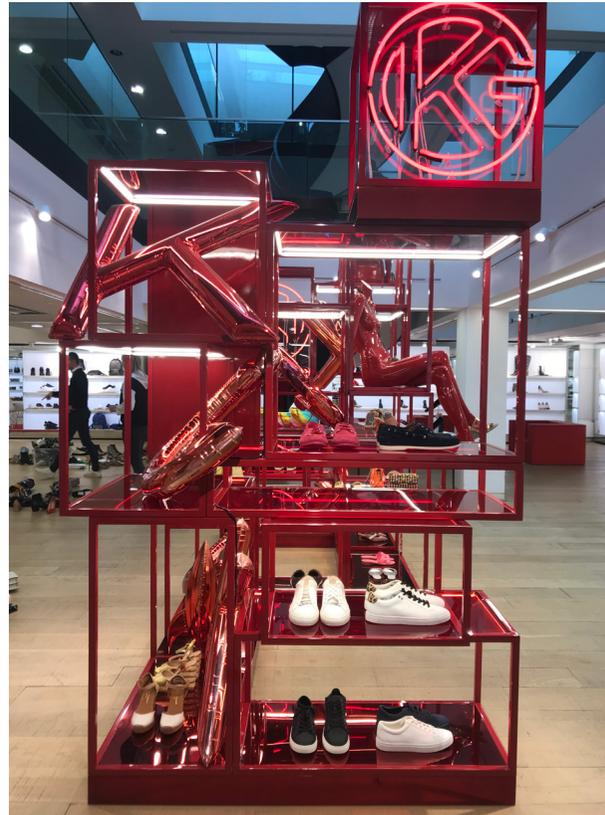
Liam Payne

Trainers and brogue boots wore for dinner in Cannes



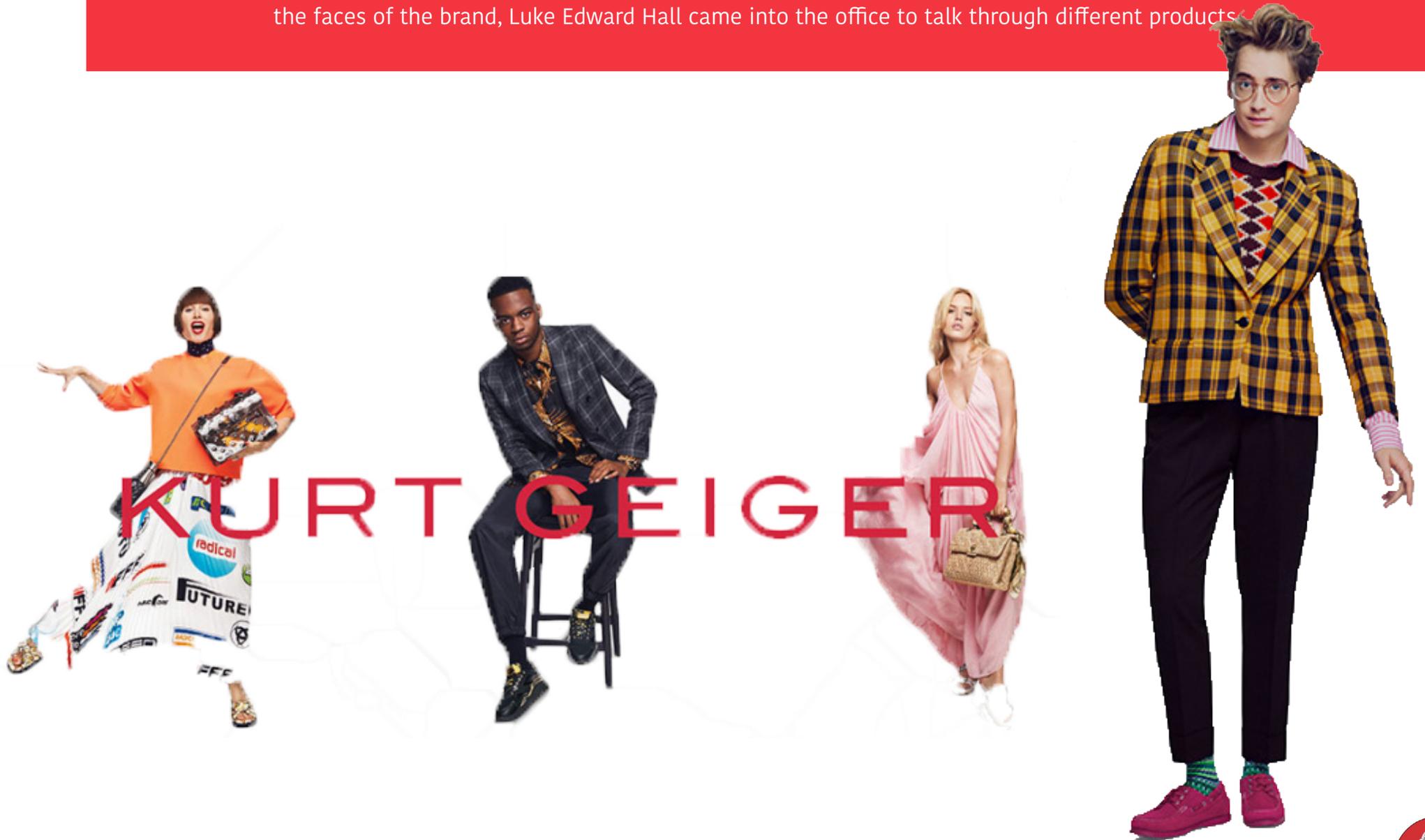
Visual Merchandising of the new stock ready for the Press Day

With the Press day for AW19 happening during my second week at Kurt Geiger, I assisted the Visual Merchandising team. The CCO, Rebecca Farrar Hockley also came down to instruct us of her vision for the displays.



Press day

On my second week at Kurt Geiger, the press day for the AW19 stock commenced. Here I had to go and greet the press from magazines such as Vogue, Marie Claire, Grazia as well as personal stylists and newspaper editors. At the end of the press day, one of the faces of the brand, Luke Edward Hall came into the office to talk through different products.



My Experience - What I have been taught:

- 🗣️ **Time management** - not only in attendance but also in ensuring tasks are completed to a high standard and in a timely manner.
- 🗣️ **Knowledge** - having a good knowledge of the Kurt Geiger brand was advantageous as I was able to identify and match products for VIPs and sending products out to the press. Knowing the brand is key .
- 🗣️ PR is about having **confidence** in what you do and say. Even though at times I was nervous for the task ahead, by channelling my energy I was able to talk clearly and confidently with members of the press at launch day. Knowing the 'brand' message ensured that I was able to adhere to the consistent message of our release.
- 🗣️ **Expanding my knowledge of the PR role.**
On reflection to me, PR wasn't just one job where you deal with the press and celebrities.
My placement has taught me it is so much more and consists of many isolated tasks coming together to deliver the 'Brand' in a positive, collaborative way to ensure it continues to grow and move forward.



My Experience - What I enjoyed the most:

- Working alongside people who have a genuine passion in the role they do as it created a positive and comfortable working environment.
- Working in London.
- As an existing KG employee, working at the KG Head Office has increased my knowledge of the Brand and internal operations. This will assist me going forward in my current role and has given me positive exposure to Senior Management in both in store and Head Office.
- Stepping outside my comfort zone- The PR role has given me the confidence and opportunity to engage with individuals I would not normally have the opportunity to meet.
- Completing Visual merchandising throughout the placement allowed me to compare the two roles and find out what I enjoy the most.



My Experience - Transferable Skills:

- 🧠 **Time management:**
Doing tasks not only to a high standard but also in a timely fashion.
- 🧠 **Confidence**
Raising my confidence by having to communicate with people/teams that I'm not familiar with.
- 🧠 **Creativity**
Working with visual merchandising to ensure it was inspiring and could be understood from different perspectives.
- 🧠 **Effective communication**
To ensure the message is successfully received, delivered and understood.
- 🧠 **Listening skills**
Being assertive, engaged and confirming my understanding of what I am being asked.
- 🧠 **Teamwork**
Effective communication with my team made sure that tasks were completed and deadlines met. Appreciating others ideas and skills.
- 🧠 **Stakeholder engagement**
Interacting and influencing all individuals involved in the brand, both internal and external.
- 🧠 **Personable**
Engaging with all colleagues in a professional, friendly and polite manner.



My Experience- What I can take forward in my future career:

- Increase my network further.
- An understanding of the PR role from first hand experience rather than just textbook. It has given me the opportunity to talk to people in the industry about what they enjoy and being given industry advice. As all functions are in house, I was able to talk to people in other teams, not just PR.
- Being able to experience visual merchandising first hand was an amazing experience and has shown me what other careers and jobs are on offer.
- As I currently work for KG , my new knowledge of the upcoming seasons products will help me provide a better customer experience and what I have learnt about the process of how products are made and the work involved in making and designing the products., I can share with customers and colleagues.
- Even though I don't know if PR is going to be my future career path, it has definitely allowed me to find what I like and what I dislike.



THANK YOU - ANY QUESTIONS?

