

# LUISA LOVEDAY KOZLOWSKI

CREATIVE BRANDING CONSULTANT

Bath, UK

07779809875

[luisaloveday.com](mailto:luisaloveday.com)

## OBJECTIVE

I am a multi-disciplinary creative whose work spans visual brand consultancy, business development, product design, art direction, curation and styling alongside marketing, social media and communications strategy. As founder of luxury lingerie brand Loveday London, I have developed a commercial insight to all things entrepreneurial. I am highly proficient in Adobe Creative Suite and I have spent the last decade exploring brands, places and people who have innovation at their core. I am delighted to be working with high-growth start-ups and independent businesses who are developing new and forward-thinking strategies. Having now sold Loveday London to a UK based international manufacturing company, my passion for branding and business development has led me to pursue my career as a Creative Branding Consultant and I welcome new projects at every opportunity.

## EXPERIENCE

### EDUCATION

#### **Spark Social | Instagram Coach**

One day course in commercial Instagram training – September 2020

#### **University of Manchester**

**1st Class Bsc (Hons)** Design Management for Fashion Retailing (with year in industry) - 2009

#### **Redland High School, Bristol**

A Levels in Art & Design (B), History of Art (C), English Literature (B) – 2005

GCSSES – Grades A to B in 10 subjects

#### **Branding and Communications Strategist** • DNA Partners, Remote *January 2022 – Present*

Working with the founder of the agency to build a strong social media presence and improve communications with existing and high-profile clients via a new website and marketing strategies.

#### **Creative Branding Consultant** • Freelance *May 2020 – Present*

#### **Inventor** • Adjustable Bra Strap Patent Issued May 2015 - GB GB2512190

#### **Founder and Creative Director** • Loveday London, London *May 2013 – May 2020*

Managing all aspects of the B2C & B2B business across a global database of stockists including Selfridges and Bergdorf Goodman.

#### **Brand and Design Manager** • Coco de Mer, London *September 2011 – May 2013*

#### **Brand Development Coordinator** • Fleur of England, Bristol *August 2009 – September 2011*

## ABOUT ME

Highly driven with a passion for all things creative. An entrepreneurial mindset which I apply to all aspects of my life. I enjoy dancing (badly!) singing (karaoke!), writing poetry and precious time spent with family.

I am thrilled to have the opportunity to utilise the skills I have developed in successfully directing a SME for the last 7 years. I have a forward-thinking vision and energetic outlook which I applied to the management of all aspects of my business; from team leading, sales and marketing campaigns, business development and branding, to product design, range planning, artistic direction, website design and management, CAD, PR, exhibition organisation and photoshoot styling. I am organized, pro-active and love working as part of a team. I am friendly, confident, commercially attuned, and have been nicknamed 'hawk-eye' for my meticulous attention to detail!

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## ACHIEVEMENTS

I am exceptionally proud of all that I and my small team achieved during the time as Founder and Creative Director of my multi award-winning brand Loveday London. Gaining Selfridges London as our first stockist was an amazing start and after seven years, with over 50 worldwide stockists and a customer database of over 40k people, I left the brand having delivered our signature collection to Bergdorf Goodman in NYC in February 2020. This was a personal goal and dream come true.

Having my Adjustable Bra Strap design patented in May 2015 was also an extremely poignant moment in my career and I was thrilled to see how well this invention was received within the intimate apparel industry.

Selling the brand was not an easy decision, but I am so pleased to have found a fantastic home for it in the hands of a highly successful private-label manufacturing company.

I am also proud to have achieved a 1<sup>st</sup> Class Honours in my degree at The University of Manchester!

## SERVICES

As a freelancer my clients include businesses in the fashion, intimate apparel and interiors sectors, alongside SMEs and the next generation of high growth start-ups!

Please read below to see the services I offer:

### **Business Plans**

Start-ups to strategy building, creating a plan that ties everything together and drives initiatives forward.

### **Branding Clinics**

Strategy, market research, positioning, brand vision and key values.  
Comprehensively rolled out across all digital and physical platforms.

### **Business Development**

Planning for the future; what capabilities currently exist and what opportunities can be explored. How can you grow? Let me show you!

### **Digital Marketing & Social Media**

Seasonal and individual campaigns, content creation, social media management and strategy.  
Website building and management.

### **Sales Advice**

Identifying opportunities in both online and offline channels, trade-shows, wholesale. Enhancing relationships with current accounts and obtaining new ones.

### **Art Direction & Photography**

Concept, mood boards, studio/location sourcing, cut-out photography, model casting, budget planning, art direction, styling.

### **Product Design**

From concept to creation, liaising with suppliers, development, sourcing, production and commercial strategy.

**References available on request**