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Christian Louboutin

ual: london college of fashion
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TESCO

the DESIGN MUSEUM

Harrods

Household
FORMER **CO-FOUNDER**

Virgin

amazon

GLOBAL

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Award-winning

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#RETAIL #HOSPITALITY #WORKSPACES #CLUBS
#RESTAURANTS #HOTELS #FOOD
#INTERIORS #PLACEMAKING
#FASHION #LUXURY #ART
#COACHING



v2.0 (Full)
2022

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Westfield

JOHN LEWIS & PARTNERS

COWSHED

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Harrods

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Wickes

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Menu

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The
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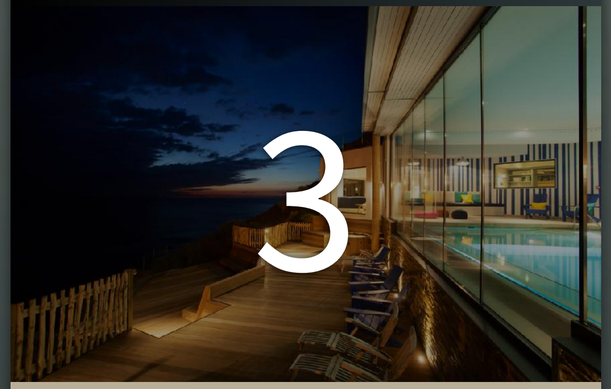
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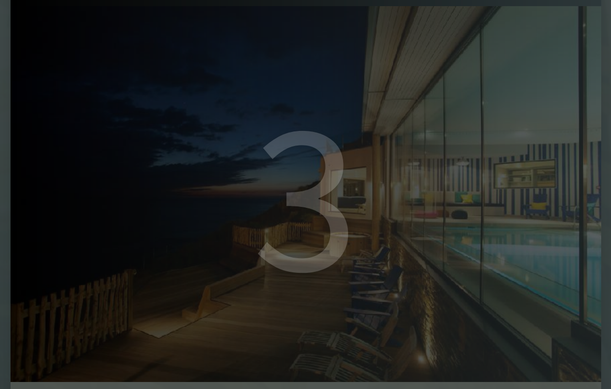
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Brand
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Stories



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“The only companies that will exist in **10** years’ time are those that **create** and **nurture** **human experiences**.”

WORLD ECONOMIC FORUM

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SOURCE: World Economic Forum Annual Meeting, 2019.

How did the **paradigm shift**
from mere **goods** and **services**
to **unique experiences**
come about ?

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PEAK
19th-Century

PEAK
20th Century

PEAK
Late-20th Century

21st Century

COMMODITY ▶ GOOD ▶ SERVICE ▶ EXPERIENCE

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£0.02 / ‘cup’

£0.25 / ‘cup’

£1.50 / cup

£4.00 / cup

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Easily subject to **commodification**

Unique

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“In an age where products and services are increasingly **commoditised**,

Customer eXperience

IS THE ONLY TRUE REALM TO DISTINGUISH YOUR BRAND.”

-Sarah Page

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Economic Function

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#extract

#make

#deliver

#stage

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Nature of Offering

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#fungible

#tangible

#intangible

#memorable

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Key Attribute

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#natural

#standardised

#customised

#personal

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Factors of **Demand**

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#characteristics

#features

#benefits

#sensations

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Buyer

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#market

#consumer,
#customer

#consumer,
#customer,
#client

#guest

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EXPERIENTIAL OFFERING

#unique, **not** commodified.

#memorable, **not** fungible.

#staging, **not** just delivering.

#personal, **not** just customised.

#sensations, **not** just features.

#guest, **not** just consumer.

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I CAN HELP YOU

WITH THIS JOURNEY



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The Experience Economy



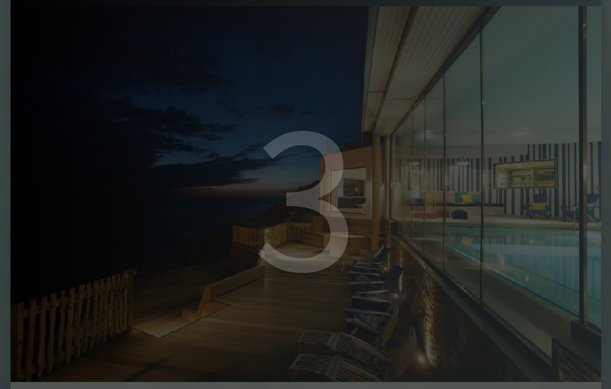
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HI.

I AM SARAH PAGE, AWARD-WINNING GLOBAL EXECUTIVE CREATIVE DIRECTOR

WITH 25+ YEARS OF EXPERIENCE



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FORMER CO-FOUNDER AT

Household

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- L.A., California -



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GLOBAL CREATIVE DIRECTOR AT

BLINK

- STOCKHOLM, Sweden -

CREATIVE PARTNER AT

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- LONDON, UK -



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JUDGING PANEL

DESIGN WEEK AWARDS

design WEEK AWARDS

- LONDON, UK -



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Today

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INTERNATIONAL
INDEPENDENT
BRAND EXPERIENCE
CONSULTANT



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& VISITING LECTURER AT

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Ravensbourne University London



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*“I highly recommend Sarah as a true visionary creative talent, who shapes innovative **brand experiences**, inspires teams, pushes creative boundaries and delivers excellent design solutions.”*

—Jen McAleer,

Chief Brand Officer at

SkyShowtime

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> *As a brand experience collaborator and lecturer, Sarah's **deep industry knowledge** and **charisma** are indispensable for generating visionary and actionable ideas.*

—Teresa Havas,

Creative Communication Lecturer at

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The
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15+

Memorable Brand Experiences Stories

delivering **long-term transformation**

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— BRAND EXPERIENCE STORY —

Watergate Bay Hotel

Cornwall

#HOTEL #BEACH #RELAX #TREATMENTS #HOSPITALITY
#WATERSPORTS #ACTIVE #FAMILY
#CORNWALL #SEA #BAY

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CLIENT: **Watergate Bay Hotel**

PROJECT: **Watergate Bay Hotel**

LOCATION: **Cornwall By The Sea, UK**

CREATIVE DIRECTOR: **Sarah Page** [sarah.page.design@gmail.com]

WATERGATE BAY

HOTEL

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Redefining the hotel experience as a haven for active relaxation.

WATERGATE BAY

HOTEL

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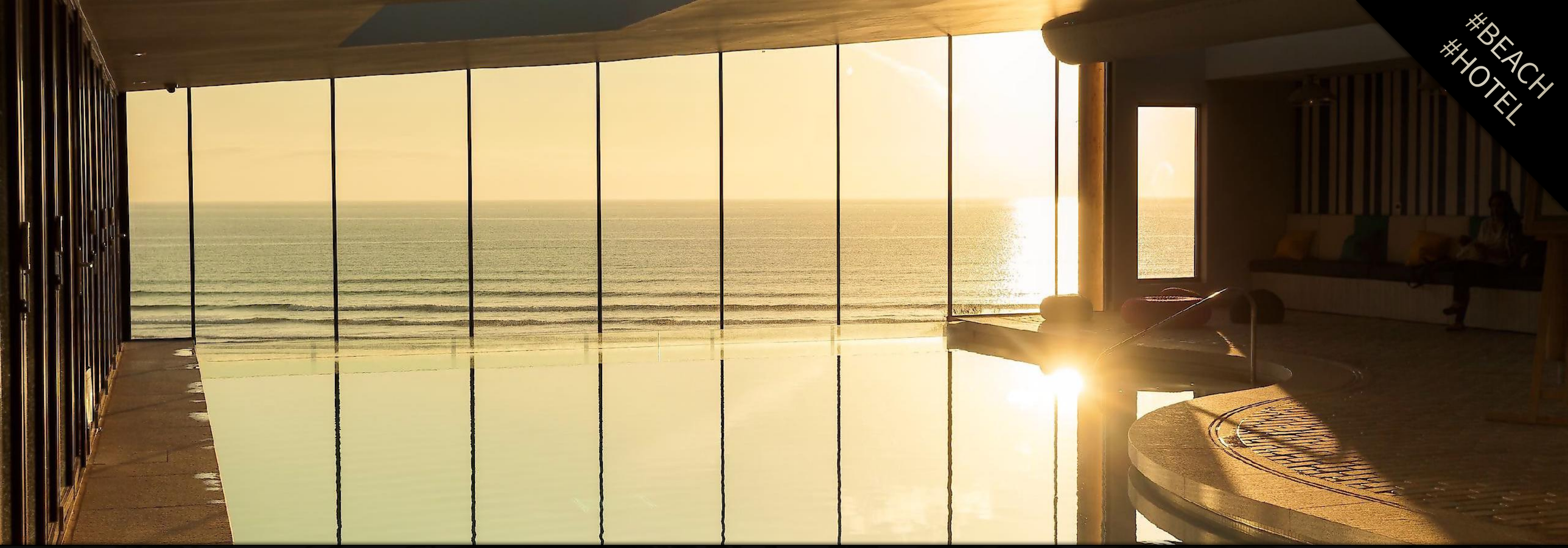


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#BEACH
#HOTEL

“Working with Sarah as the Creative Director,
we created more than a hotel;
we created an ethos, a series of experiences
and a powerful brand.”

—Will Ashworth,
Owner and CEO at
WATERGATE BAY
HOTEL

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#HOTEL

— RESULT —



OCCUPANCY UP FROM 50%

TO 95% ALL YEAR ROUND

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+4.5 STARS

AND EXCELLENT ON TRIPADVISOR

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#HOTEL



RANKED ON MR & MRS SMITH

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— AWARD —



‘BEST GLOBAL HOTEL’

INTERIOR DESIGN AWARDS
FX
INTERNATIONAL

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#HOTEL

— AWARD —



‘MOST FAMILY FRIENDLY HOTEL’

FAMILY TRAVELLER

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— BRAND EXPERIENCE STORY —

Christian Louboutin

20th Anniversary Exhibition at The Design Museum

#FASHION #ART #DESIGN #MUSEUM
#EXHIBITION #SHOES
#LONDON

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#EXHIBITION
#FASHION







CLIENT: **Christian Louboutin & The Design Museum**

PROJECT: **Christian Louboutin 20th Anniversary Exhibition**

LOCATION: **London, UK**

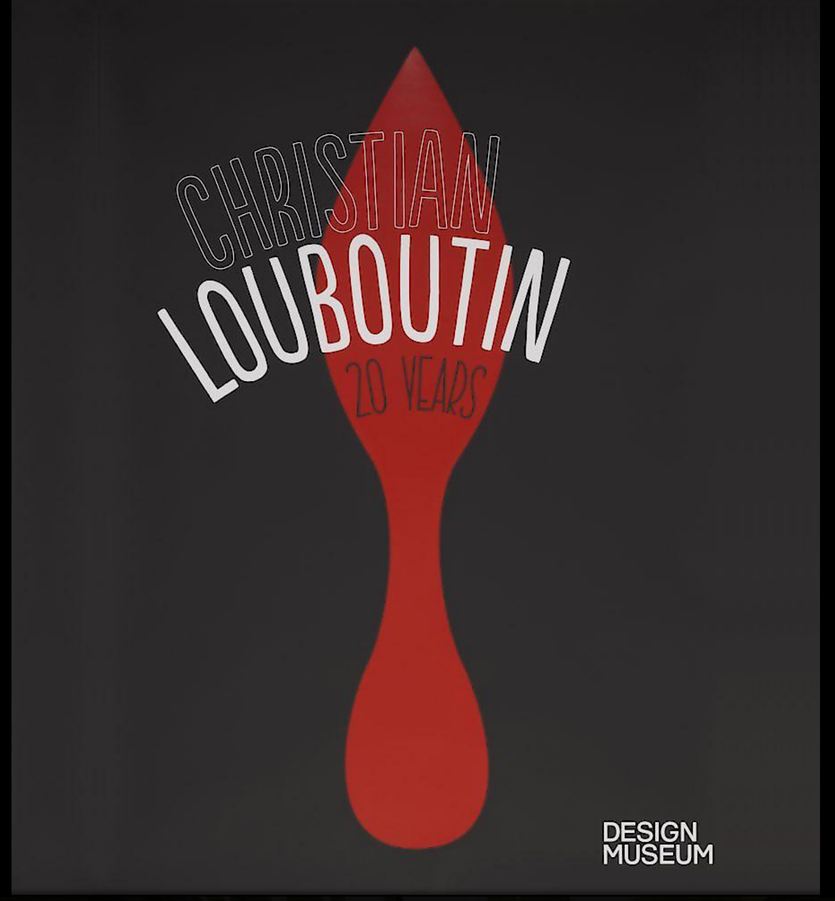
CREATIVE DIRECTOR: **Sarah Page** [sarah.page.design@gmail.com]

Christian Louboutin

the DESIGN MUSEUM

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Merging the worlds of fashion,
art, digital, and culture
through theatrical storytelling.

christian Louboutin

the DESIGN MUSEUM

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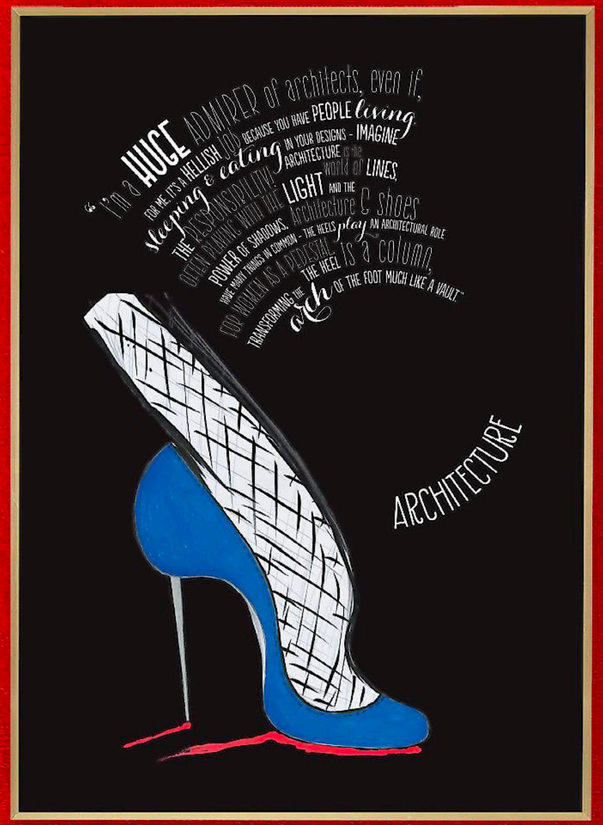
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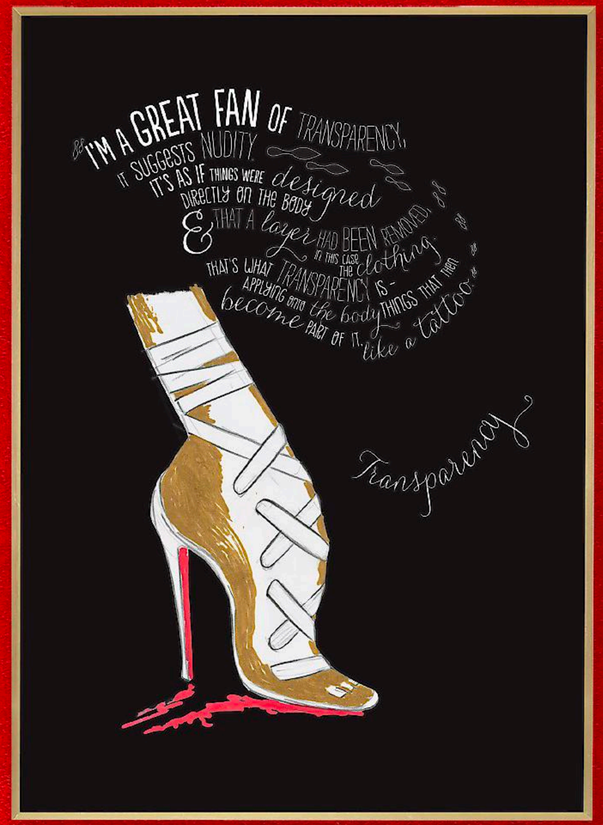
Christian Louboutin

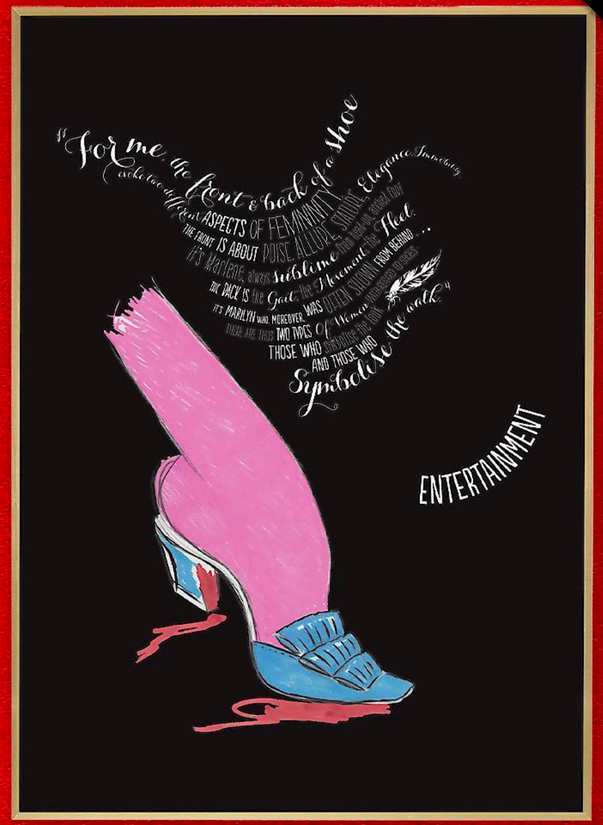
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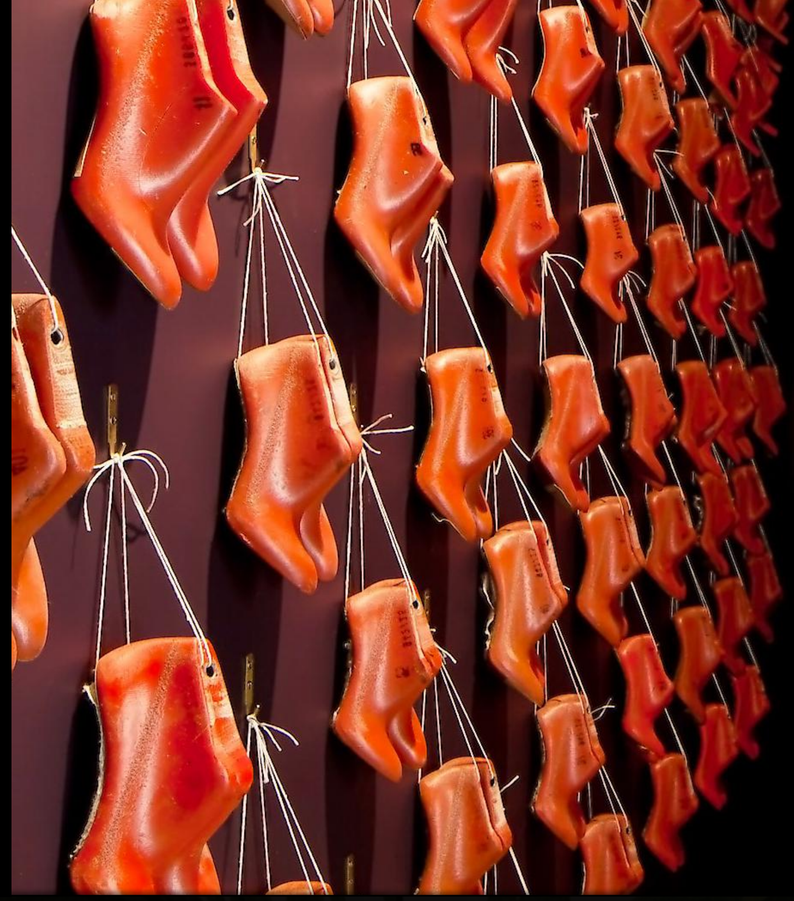
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art, digital, and culture
through theatrical storytelling.

Christian Louboutin

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“Benchmark for the sector.”

Monocle, **Vogue**, **Wallpaper**, **Bloomberg**, **The Financial Times**, **The Wall Street Journal**, **Fast Company**, **Frame**, **FX**, **Cool Hunting**, **Dexigner**, **Yatzer**, etc.

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#EXHIBITION
#FASHION

— RESULT —



+34%

ATTENDANCE THAN PREVIOUS BEST EXHIBITIONS

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#FASHION

— RESULT —



ALL MERCHANDISE SOLD OUT

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#FASHION

— AWARD —



WINNER

THE WORLD OF
INTERIORS

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#FASHION

— AWARD —



WINNER

dba Design Effectiveness Award

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— BRAND EXPERIENCE STORY —

Shoreditch House Rooms

#HOTEL #CLUB #HOSPITALITY #INTERIORS
#SHOREDITCH #EASTLONDON
#SOHOHOUSE

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CLIENT: **Soho House & Co.** (NYSE: **MCG**)

PROJECT: **Shoreditch House Rooms**

LOCATION: **London, UK**

CREATIVE DIRECTOR: **Sarah Page** [sarah.page.design@gmail.com]

SOHO HOUSE

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Transforming an old Victorian Pub into perfect urban '*beach huts*' within a private members club.

SOHO HOUSE

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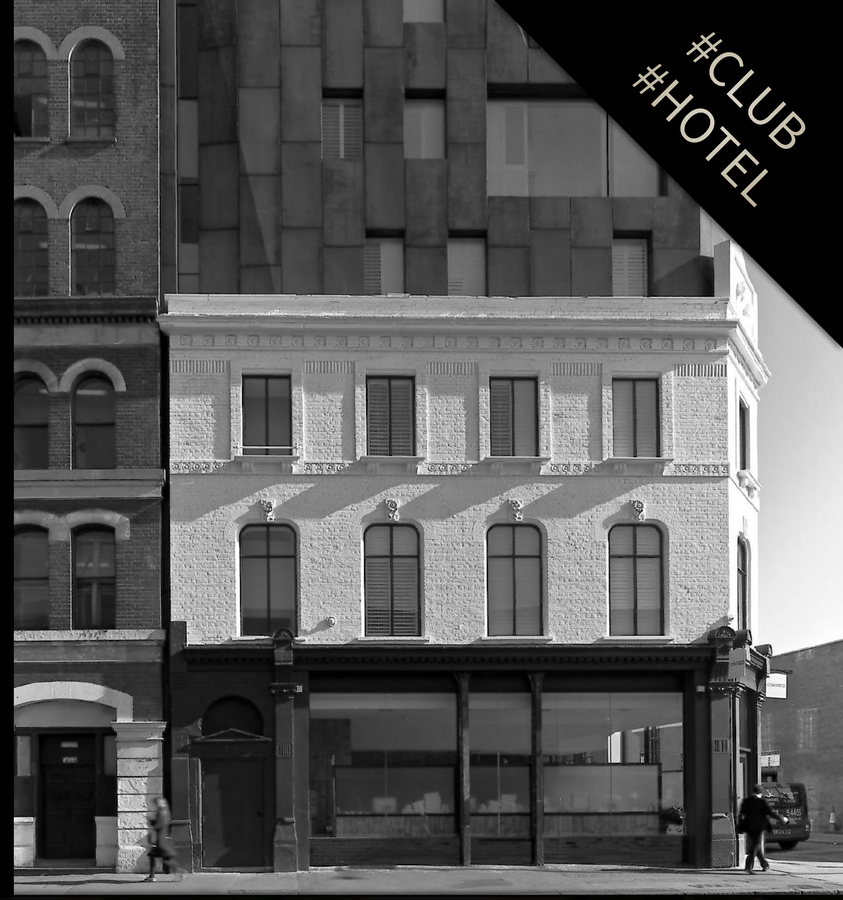


Transforming an old Victorian Pub into perfect urban '*beach huts*' within a private members club.

SOHO HOUSE

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#CLUB
#HOTEL

Transforming an old Victorian Pub into perfect urban '*beach huts*' within a private members club.

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#CLUB
#HOTEL

“ *Achingly cool* ”

The Guardian

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#CLUB
#HOTEL

— PRESS —

“This terrific new hotel in East London is the perfect place to let your hair down, forget the time and enjoy yourself.”

THE SUNDAY TIMES

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#CLUB
#HOTEL

“The guest rooms at Shoreditch House are one of the best room concepts around town.”

THE HOTEL CULTURE

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#CLUB
#HOTEL

— AWARD —



BEST BUSINESS HOTEL IN LONDON

Wallpaper*

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— BRAND EXPERIENCE STORY —

Centra Convenience Stores

Ireland

#FOOD #RETAIL #GROCERY #STORES
#CONVINIENCE #SUPERMARKETS
#BRANDREPOSITIONING
#IRELAND #MUSGRAVE

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CLIENT: **Centra (Musgrave Group)**

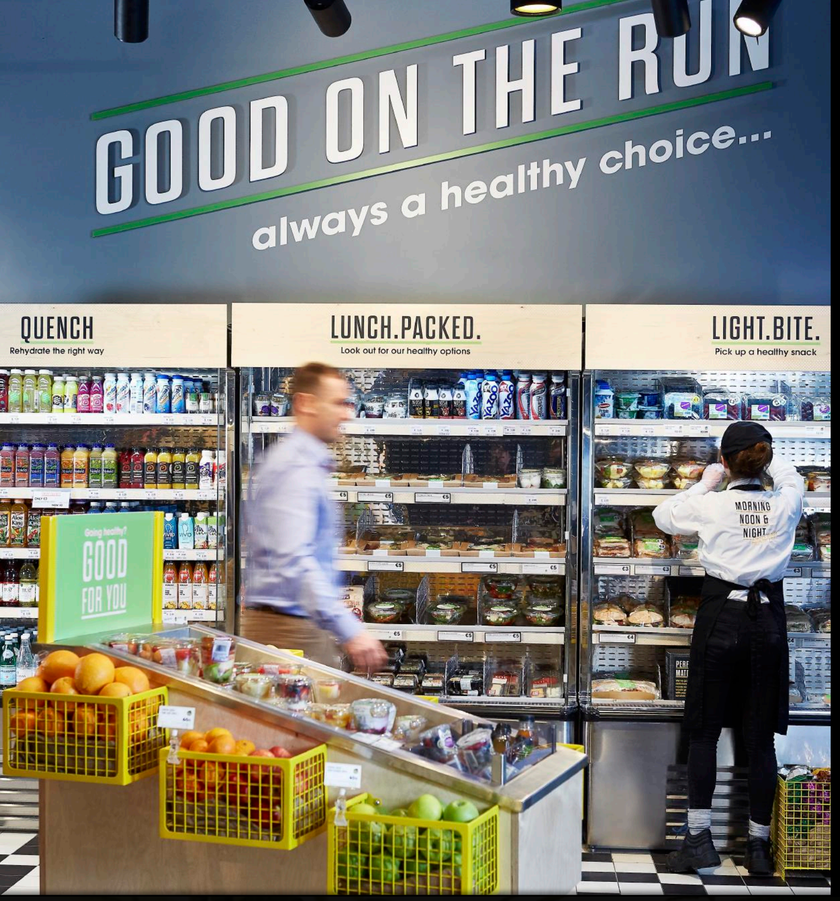
PROJECT: **Centra Convenience Stores**

LOCATION: **Ireland, EU**

CREATIVE DIRECTOR: **Sarah Page** [sarah.page.design@gmail.com]

Centra

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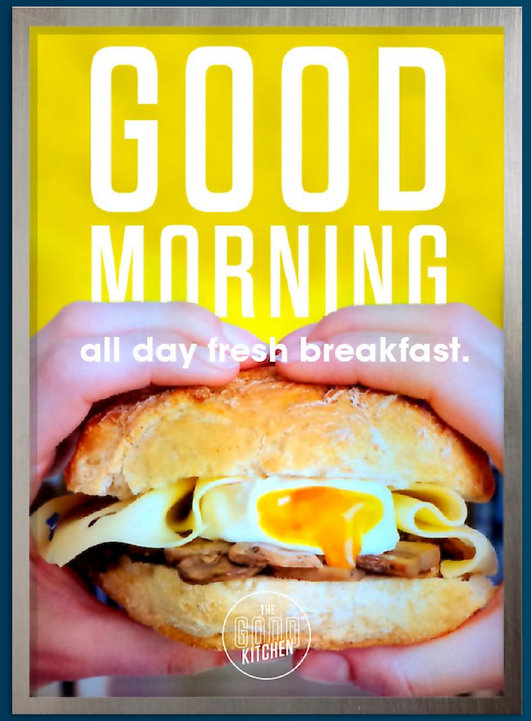


Reinventing convenience: from '*glorified newsagents*' to '*The Good Kitchen*'.

Centra

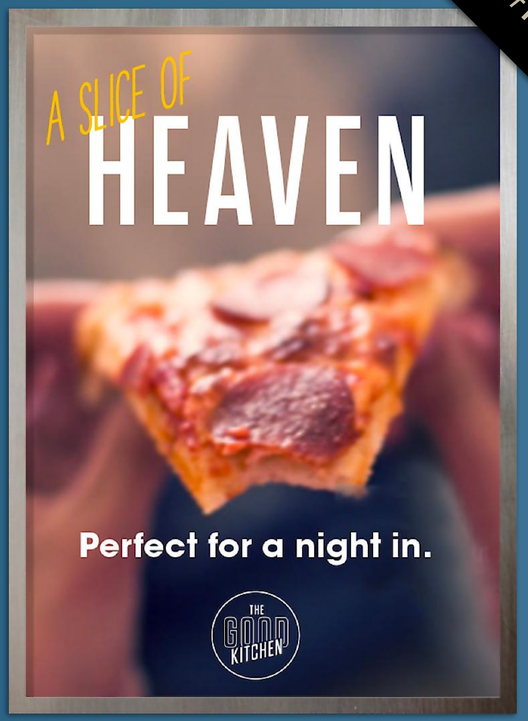
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#FOOD
#RETAIL









Reinventing convenience: from '*glorified newsagents*' to '*The Good Kitchen*'.

Centra

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Reinventing convenience: from '*glorified newsagents*' to '*The Good Kitchen*'.

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Reinventing convenience: from '*glorified newsagents*' to '*The Good Kitchen*'.

Centra

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#FOOD
#RETAIL

"*Sarah's ability to discover our brand stories, simplify what we do best, and turn these into game-changing experiences created today's step-change results that continue to perform repeatedly.*"

—DJ McAllen,

Store Development Director at

Musgrave

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#FOOD
#RETAIL

— RESULT —



+25%

SALES INCREASE

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#FOOD
#RETAIL

— RESULT —



+30%

IN CUSTOMER COUNT

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#FOOD
#RETAIL

— RESULT —



+4X

IN COFFEE SALES

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— RESULT —

#FOOD
#RETAIL



ATTRACTED

NEW CUSTOMER SEGMENTS

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#FOOD
#RETAIL

— AWARD —



BEST CONVENIENCE STORE

RETAIL WEEK
AWARDS

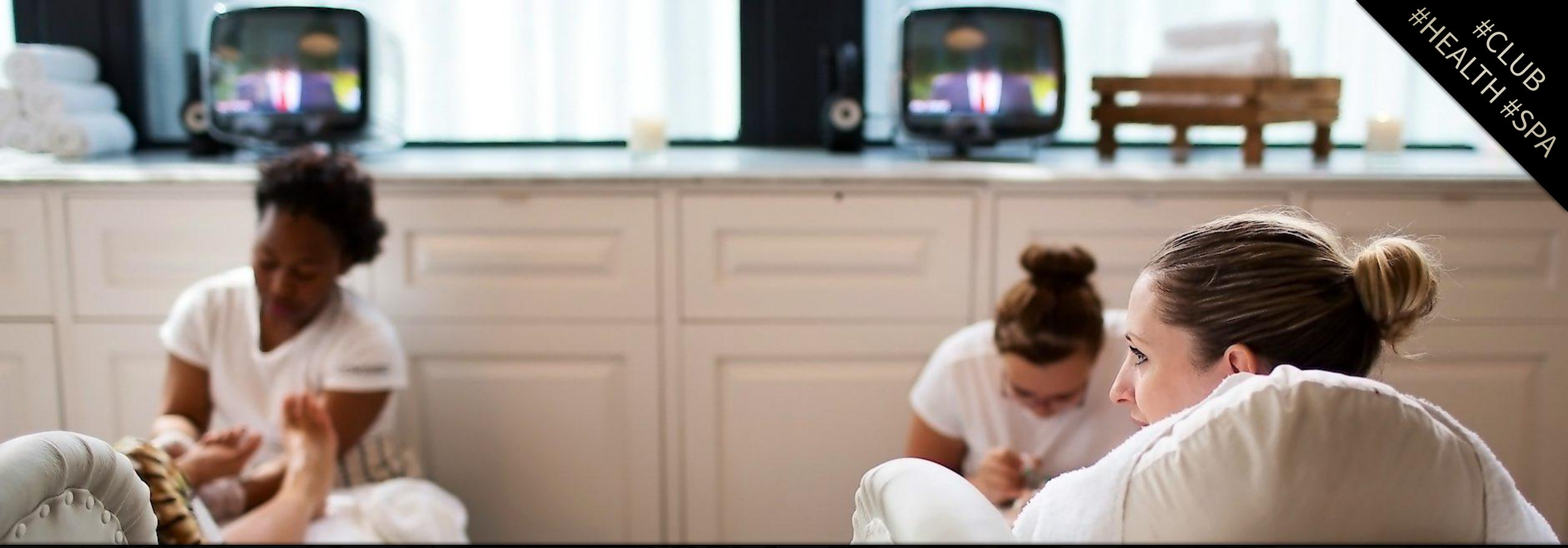
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— BRAND EXPERIENCE STORY —

Cowshed Spa
(Shoreditch House)

#SPA #HEALTH #BEAUTY #TREATMENTS
#SOHOHOUSE #SHOREDITCHHOUSE
#COWSHED #CLUB

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CLIENT: **Cowshed, Soho House & Co.** (NYSE: **MCG**)

PROJECT: **Cowshed Spa** (**Shoreditch House**)

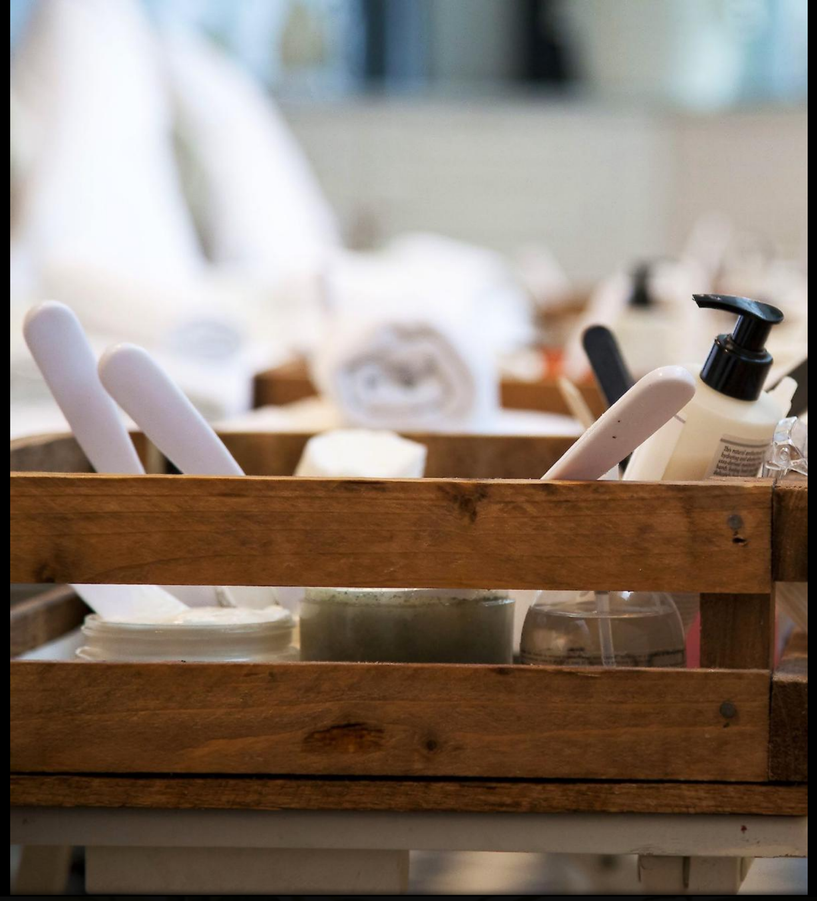
LOCATION: **London, UK**

CREATIVE DIRECTOR: **Sarah Page** [sarah.page.design@gmail.com]

COWSHED

SOHO HOUSE

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Redefining Cowshed as a ‘lifestyle club’ experience for health and beauty.

COWSHED

SOHO HOUSE

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Redefining Cowshed as a
‘lifestyle club’ experience
for health and beauty.

COWSHED

SOHO HOUSE

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#CLUB
#HEALTH #SPA

Redefining Cowshed as a
‘lifestyle club’ experience
for health and beauty.

COWSHED

SOHO HOUSE

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#CLUB
#HEALTH #SPA

“Sarah brought energy and ideas to the table.
Together we created something fresh
and desirable for our guests.”

—Nick Jones,

CEO and **Founder** at

SOHO HOUSE

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— BRAND EXPERIENCE STORY —

Charlotte Tilbury

at Selfridges

#BEAUTY #RETAIL #MAKEUP #SOCIAL
#MAKEUPARTIST #ARTDECO
#SELFRIDGES #LONDON

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#BEAUTY
#RETAIL



CLIENT: **Charlotte Tilbury** & **Selfridges**

PROJECT: **Charlotte Tilbury** at **Selfridges**

LOCATION: **London, UK**

CREATIVE DIRECTOR: **Sarah Page** [sarah.page.design@gmail.com]

CharlotteTilbury

SELFRIDGES&Co

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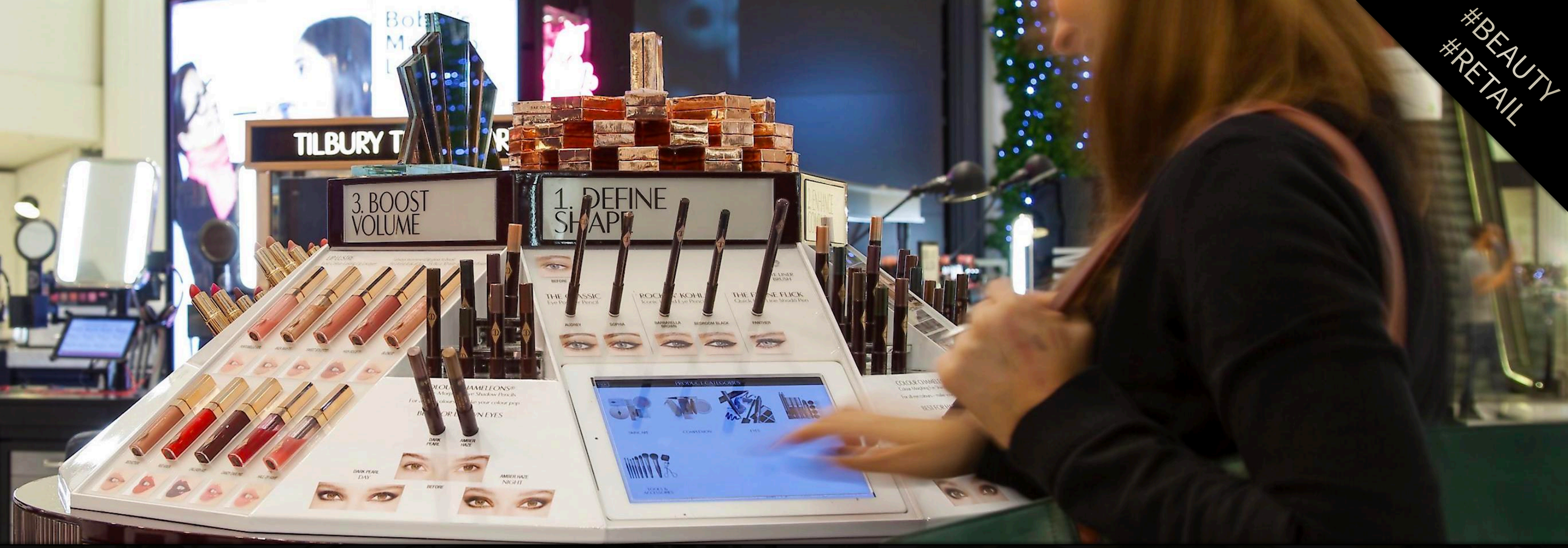


Reimagining how women buy make-up in a sexy, Art Deco retail footprint.

CharlotteTilbury

SELFRIDGES&Co

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Reimagining how women buy make-up in a sexy, Art Deco retail footprint.

CharlotteTilbury

SELFRIDGES&Co

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#BEAUTY
#RETAIL

Reimagining how women buy make-up in a sexy, Art Deco retail footprint.

CharlotteTilbury

SELFRIDGES&Co

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#BEAUTY
#RETAIL

— PRESS —

“Broke all records — Charlotte Tilbury was the biggest launch ever seen in Selfridges across all categories.”

BOF

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#BEAUTY
#RETAIL

— AWARD —



53

AWARDS IN 2 YEARS

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— BRAND EXPERIENCE STORY —

SuperValu Supermarkets

Ireland

#FOOD #RETAIL #SUPERMARKETS #FRESHFOOD
#GROCERY #STORES #FRANCHISE
#IRELAND #MUSGRAVE

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CLIENT: **SuperValu (Musgrave Group)**

PROJECT: **SuperValu Supermarkets**

LOCATION: **Ireland, EU**

CREATIVE DIRECTOR: **Sarah Page** [sarah.page.design@gmail.com]

SuperValu

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Designing one of the named ‘best supermarkets in the world’.

SuperValu

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Designing one of the named ‘best supermarkets in the world’.

SuperValu

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#FOOD
#SUPERMARKET

Designing one of the named ‘best supermarkets in the world’.

SuperValu

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#FOOD
#SUPERMARKET

“Sarah's approach was to challenge our brief, transform and re-position our brand to create ‘Flagship Retail Destinations’.”

—DJ McAllen,

Store Development Director at

Musgrave

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#FOOD
#SUPERMARKET

— RESULT —



+25%

FLAGSHIP STORE SALES

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#FOOD
#SUPERMARKET

— RESULT —



+30%

IN CUSTOMER COUNT

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#FOOD
#SUPERMARKET

— AWARD —



BEST GLOBAL SUPERMARKET

shop! Enhancing Retail Environments & Experiences

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— BRAND EXPERIENCE STORY —

Zachry's Restaurant

at Watergate Bay Hotel

#RESTAURANT #FOOD #HOTEL #HOSPITALITY
#BRASSERIE #CHEF #LOCAL
#CORNWALL #SEA #BAY

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CLIENT: **Watergate Bay Hotel**

PROJECT: **Zachry's Restaurant**

LOCATION: **Cornwall By The Sea, UK**

CREATIVE DIRECTOR: **Sarah Page** [sarah.page.design@gmail.com]

ZACRY'S

WATERGATE BAY

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Designing and dishing up relaxation at Zacry's.

ZACRY'S

WATERGATE BAY

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#HOTEL
#RESTAURANT

Designing and dishing up
relaxation at Zacry's.

ZACRY'S

WATERGATE BAY

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Designing and dishing up
relaxation at Zacry's.

ZACRY'S

WATERGATE BAY

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#HOTEL
#RESTAURANT

— RESULT —



+275%

IN NON-RESIDENT DINERS

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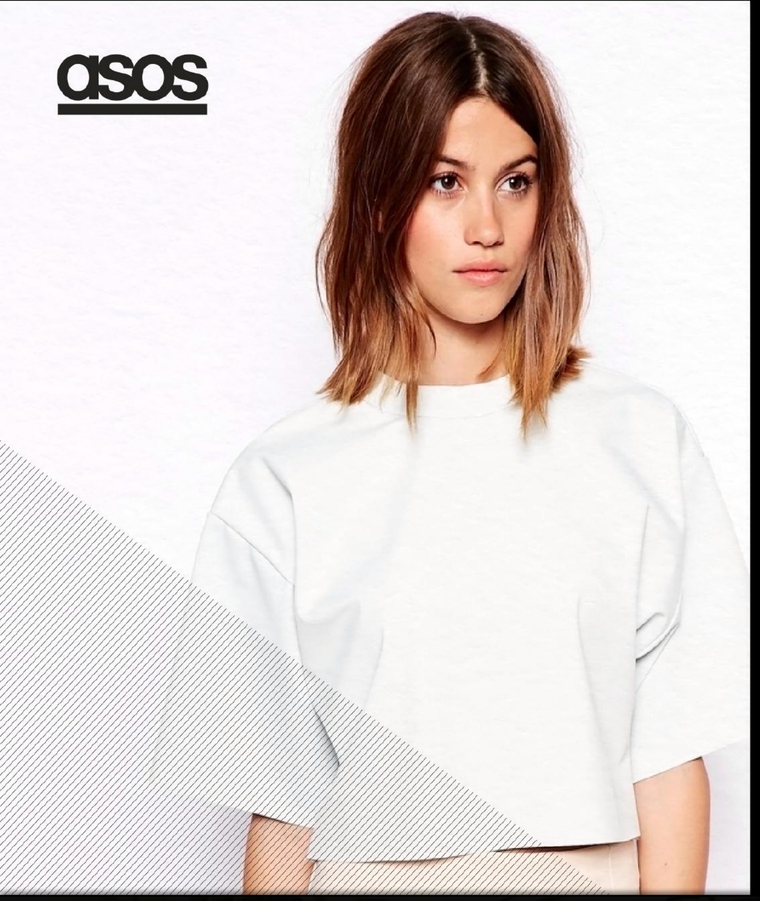
— BRAND EXPERIENCE STORY —

Asos

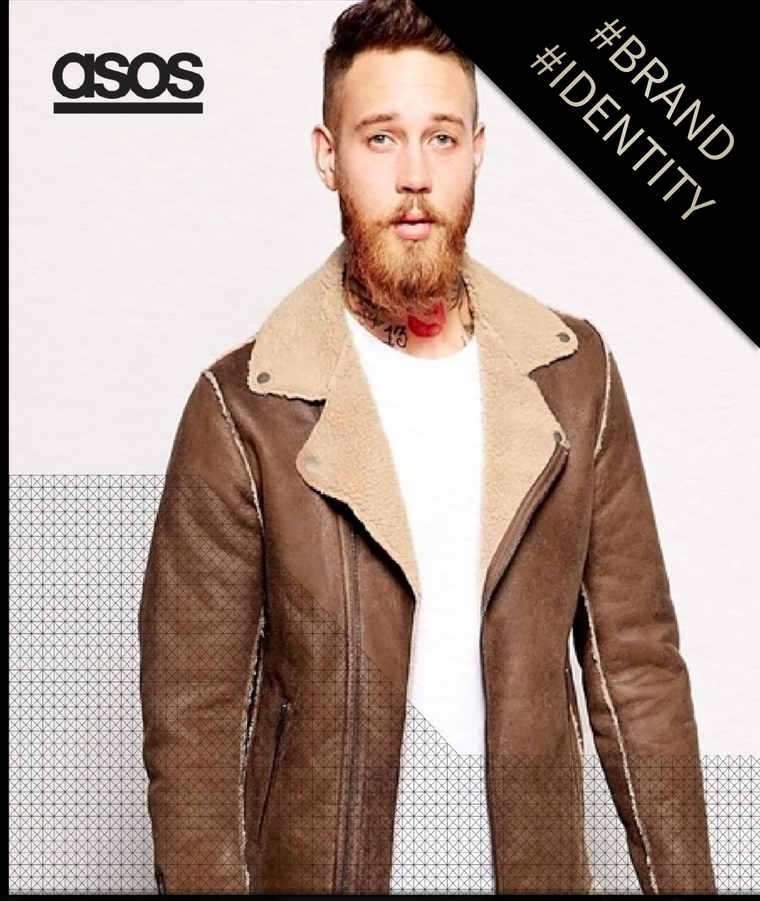
(brand identity)

#FASHION #COSMETIC #IDENTITY
#BRANDREPOSITIONING #VISION
#CUSTOMERJOURNEY
#REBRANDING

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CLIENT: **Asos**

PROJECT: **Asos (brand identity)**

LOCATION: **London, UK**

CREATIVE DIRECTOR: **Sarah Page** [sarah.page.design@gmail.com]

asos

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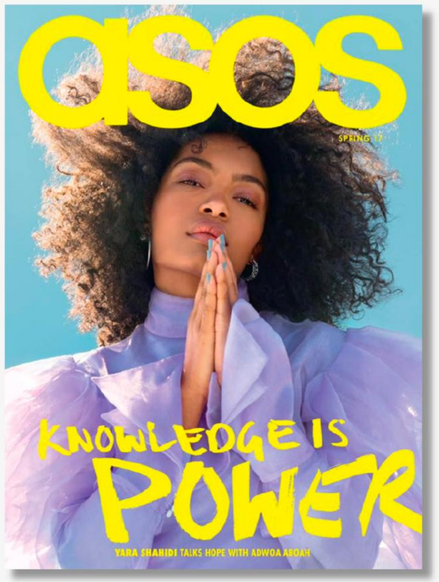
Rebranding a fashion powerhouse.

asos

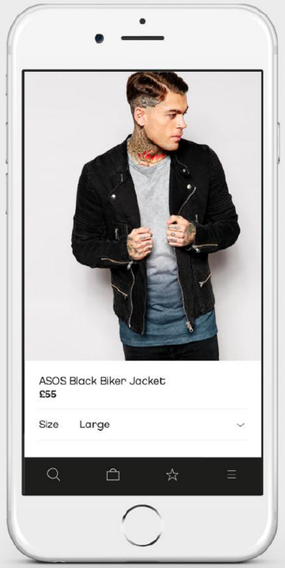
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#BRAND
#IDENTITY

Let the fun begin
Recieving the magazine



Insipire & find
Searching the website



Achieve mode
Ordering the product



Fulfilment
Receiving the delivery



Rebranding a fashion powerhouse.

asos

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#BRAND
#IDENTITY

“Sarah and her team brought spirit, energy, and creative pace. She captured the essence of the brand and demonstrated its future potential.”

—Matt Setchell,

Head of Creative at

ASOS

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#BRAND
#IDENTITY

— RESULT —



+95%

IN ACTIVE ONLINE SHOPPERS POST RE-BRAND

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#BRAND
#IDENTITY

— RESULT —



+107%

IN SALES POST RE-BRAND

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#BRAND
#IDENTITY

— RESULT —



+13M

CUSTOMERS A MONTH
ACROSS 160 COUNTRIES

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— BRAND EXPERIENCE STORY —

Amazon Device Marketing

San Francisco, CA

#TECH #DEVICE #RETAIL #POPUP
#IDENTITY #OPENLAYOUT
#PHYSICALRETAIL

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#TECH
#RETAIL

CLIENT: **Amazon, USA**

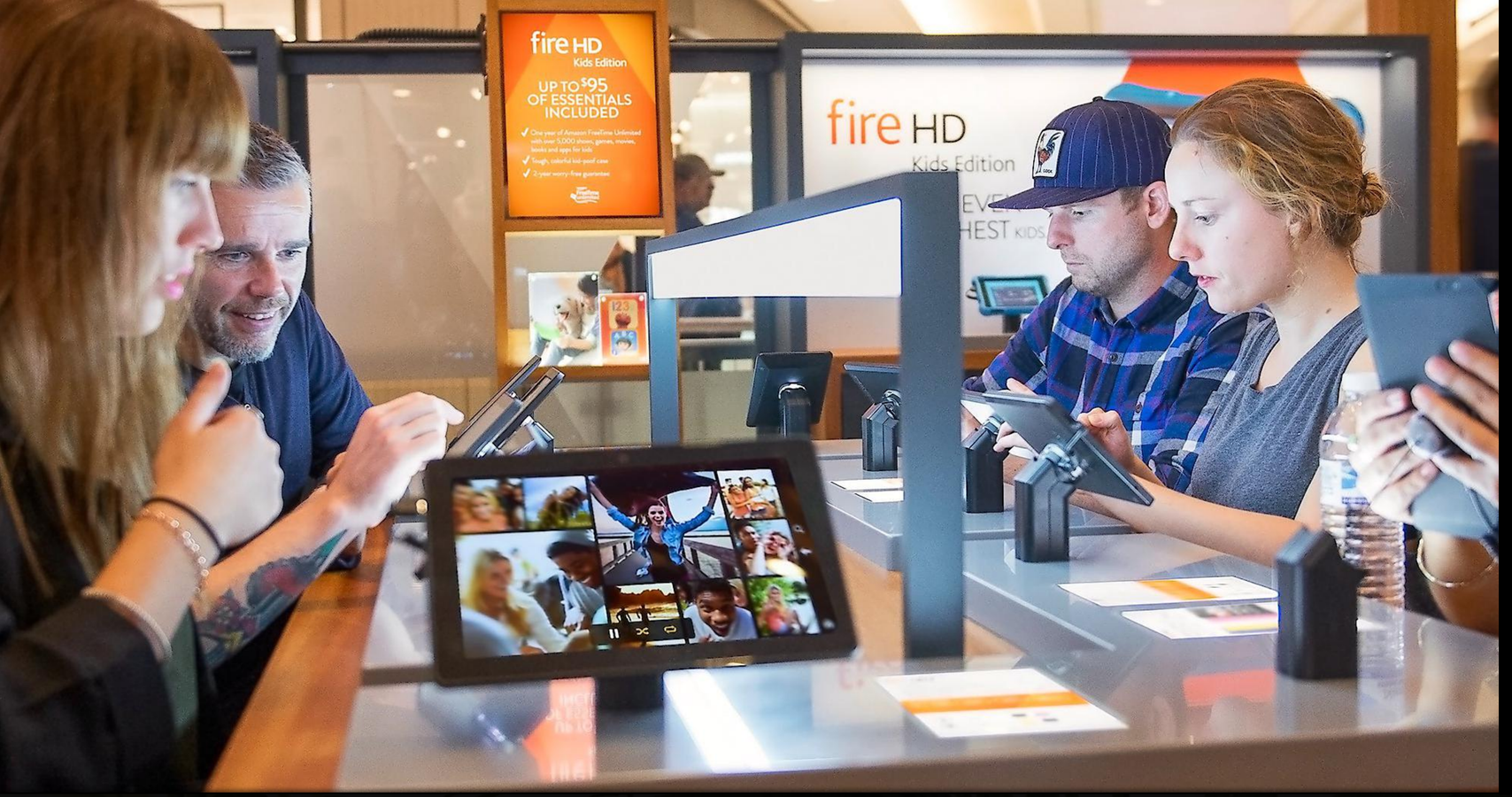
PROJECT: **Amazon Device Marketing**

LOCATION: **San Francisco, CA**

CREATIVE DIRECTOR: **Sarah Page** [sarah.page.design@gmail.com]

amazon

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#TECH
#RETAIL

Reimagining retail for Amazon.

amazon

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#TECH
#RETAIL

Reimagining retail for Amazon.

amazon

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— BRAND EXPERIENCE STORY —

Fig Restaurant

at Fairmont Miramar Santa Monica Luxury Hotel

#RESTAURANT #FOOD #LUXURY #HOTEL #HOSPITALITY
#FARMERSMARKET #LOCAL #SANTAMONICA
#LA #CALIFORNIA #USA

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CLIENT: **The Fairmont Miramar Hotel**

PROJECT: **Fig Restaurant**

LOCATION: **Santa Monica, Los Angeles, CA**

CREATIVE DIRECTOR: **Sarah Page** [sarah.page.design@gmail.com]

FIG

RESTAURANT

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#HOTEL
#RESTAURANT

Designing a local food experience for The Fairmont Miramar Santa Monica Luxury Hotel (LA).

FIG

RESTAURANT

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Designing a local food experience for The Fairmont Miramar Santa Monica Luxury Hotel (LA).

FIG

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#HOTEL
#RESTAURANT

— PRESS —



“The beautiful indoor-outdoor space centres around the bar, and spills onto a patio overlooking the Fairmont's pool.”

goop

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— BRAND EXPERIENCE STORY —

Dunhill Tobacco

Flagship Store London

(St James’s, Westminster)

#RETAIL #FLAGSHIPSTORE #CIGAR #CLUB
#HERITAGE #LIFESTYLE
#LONDON

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CLIENT: **Dunhill Tobacco of London**

PROJECT: **Dunhill Tobacco Flagship Store London**

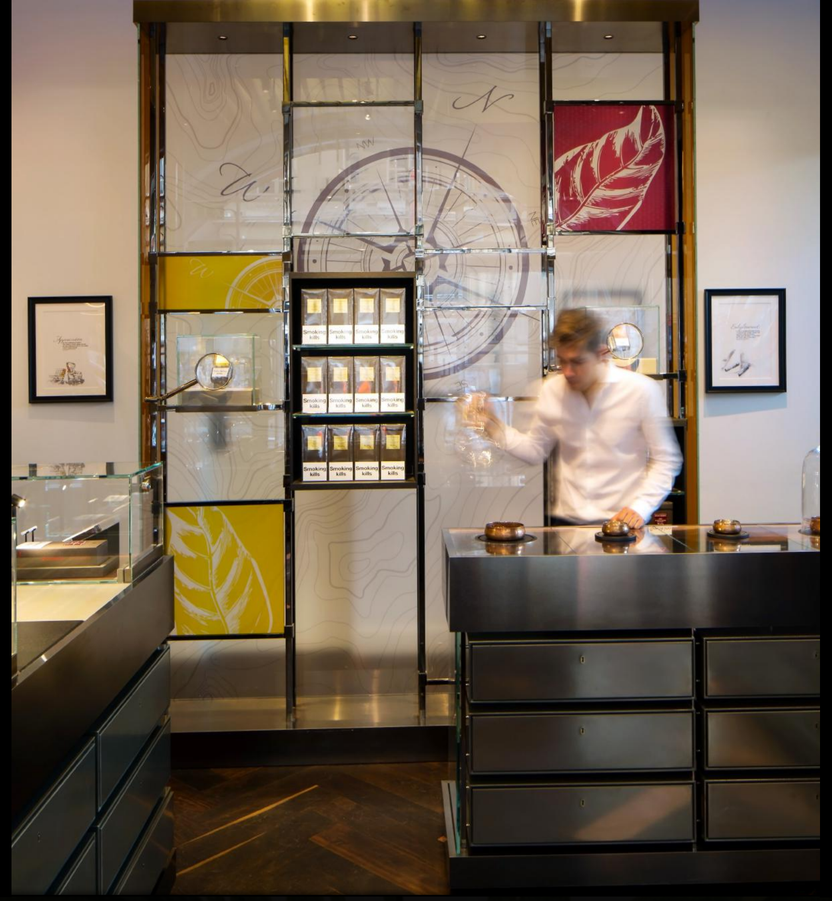
LOCATION: **London, UK**

CREATIVE DIRECTOR: **Sarah Page** [sarah.page.design@gmail.com]

DUNHILL
TOBACCO
of LONDON LIMITED

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#FLAGSHIP
#STORE

Designing the brand's spiritual home.

DUNHILL
TOBACCO
of LONDON LIMITED

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Designing the brand's spiritual home.

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TOBACCO
of LONDON LIMITED

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#FLAGSHIP
#STORE



Designing the brand's spiritual home.

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TOBACCO
of LONDON LIMITED

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Designing the brand's spiritual home.

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TOBACCO
of LONDON LIMITED

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Designing the brand's spiritual home.

DUNHILL
TOBACCO
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#FLAGSHIP
#STORE

— RESULT —



+360%

SALES

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#FLAGSHIP
#STORE

— RESULT —



+47%

IN REGULAR VISITORS

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#FLAGSHIP
#STORE

— AWARD —



DESIGN EFFECTIVENESS

dba Design Effectiveness Award

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— BRAND EXPERIENCE STORY —

Wickes Stores

#RETAIL #HOMEIMPROVEMENT #STORES
#GARDENCENTRE #CLICKANDCOLLECT
#IDENTITY #DIY #UK

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CLIENT: **Wickes**

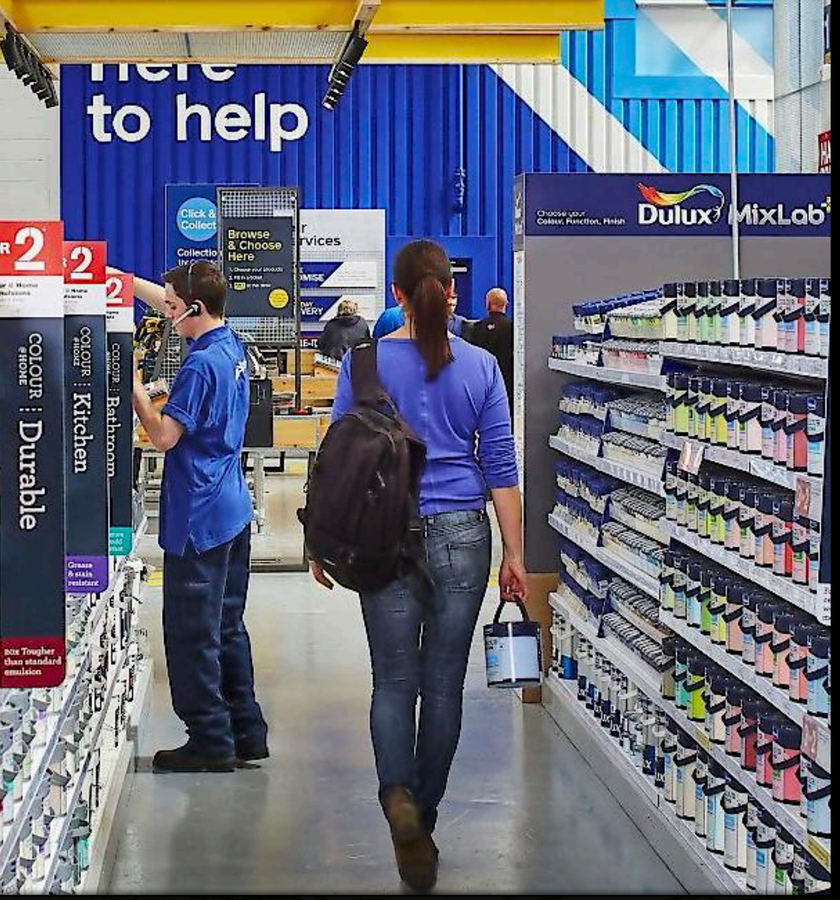
PROJECT: **Wickes Stores**

LOCATION: **London, UK**

CREATIVE DIRECTOR: **Sarah Page** [sarah.page.design@gmail.com]

Wickes

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#RETAIL
#DIY #STORES

From selling products and services
to projects and experiences.

Wickes

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From selling products and services
to projects and experiences.

Wickes

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From selling products and services to projects and experiences.

Wickes

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#RETAIL
#DIY #STORES

“We could not have done this project without Sarah's strong strategic creative direction, challenges and passion. Sarah took us from a retailer selling stuff to a brand selling projects and experiences.”

—Ian Crookes,

Chief Marketing Officer at

Wickes

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#RETAIL
#DIY #STORES

— RESULT —



+25%

IN SALES

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#RETAIL
#DIY #STORES

— RESULT —



NATIONWIDE ROLLOUT

FOLLOWING SUCCESSFUL TRIAL

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— BRAND EXPERIENCE STORY —

Lloyds Barbershop at **Fairmont Miramar**

Santa Monica, Los Angeles, CA

#BARBERSHOP #BEAUTY #LUXURY #HOTEL #HOSPITALITY
#HERITAGE #NOSTALGIA #SANTAMONICA
#LA #CALIFORNIA #USA

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CLIENT: **The Fairmont Miramar Hotel**

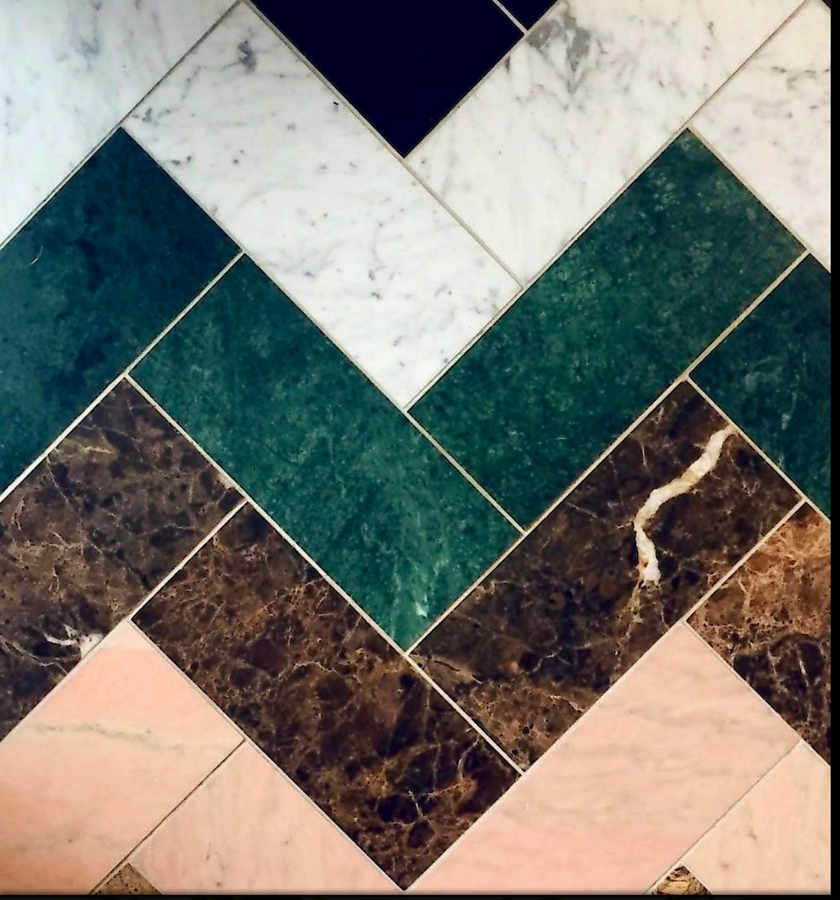
PROJECT: **Lloyds Barbershop at Fairmont Miramar**

LOCATION: **Santa Monica, Los Angeles, CA**

CREATIVE DIRECTOR: **Sarah Page** [sarah.page.design@gmail.com]

Fairmont
HOTELS & RESORTS

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#HOTEL
#BARBERSHOP

A modern barber with a traditional twist
in the heart of Fairmont Miramar, Santa Monica.

Fairmont
HOTELS & RESORTS

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A modern barber with a traditional twist in the heart of Fairmont Miramar, Santa Monica.

Fairmont
HOTELS & RESORTS

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— BRAND EXPERIENCE STORY —

British Designers Collective Pop Up

at Bicester Village

#RETAIL #FASHION #SHOPPING #DESIGN #POPUP #IDENTITY
#BICESTERVILLAGE #OXFORDSHIRE
#OUTLET #UK

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CLIENT: **Bicester Village**

PROJECT: **British Designers Collective Pop Up**

LOCATION: **Bicester Village, Oxfordshire, UK**

CREATIVE DIRECTOR: **Sarah Page** [sarah.page.design@gmail.com]

BICESTER VILLAGE

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Classic heritage **juxtaposed with**

an irreverent wit

and contemporary Brit fashion.

BICESTER VILLAGE

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#POPUP
#FASHION

Classic heritage **juxtaposed with**

an irreverent wit

and contemporary Brit fashion.

BICESTER VILLAGE

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Classic heritage **juxtaposed with**

an irreverent wit

and contemporary Brit fashion**.**

BICESTER VILLAGE

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Classic heritage **juxtaposed with**

an irreverent wit

and contemporary Brit fashion**.**

BICESTER VILLAGE

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— BRAND EXPERIENCE STORY —

Moss Bespoke

#RETAIL #FASHION #MENSWEAR #SHOPS
#BESPOKE #READYTOWEAR #HIRE
#DRESSWEAR #UK

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CLIENT: **Moss Bros.**

PROJECT: **Moss Bespoke**

LOCATION: **London, UK**

CREATIVE DIRECTOR: **Sarah Page** [sarah.page.design@gmail.com]

EST. 1851

MOSS BROS.

BESPOKE | READY-TO-WEAR | HIRE

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Rebranding Moss as a multi-channel personalised retail experience.

EST. 1851

MOSS BROS.

BESPOKE | READY-TO-WEAR | HIRE

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Rebranding Moss as a multi-channel personalised retail experience.

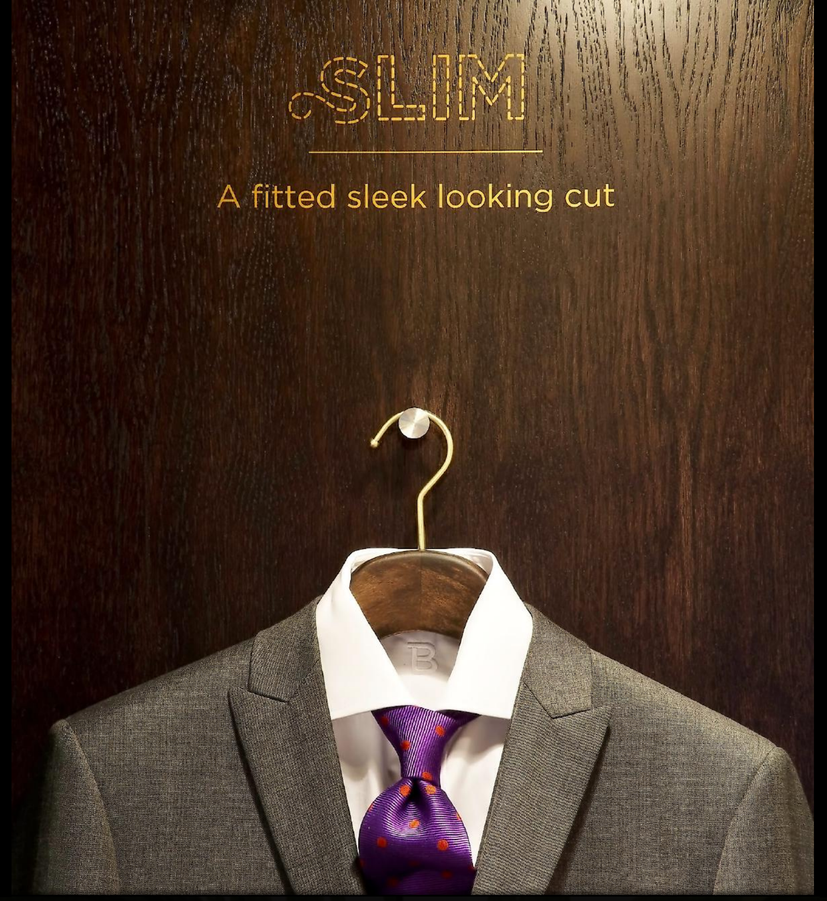
EST. 1851

MOSS BROS.

BESPOKE | READY-TO-WEAR | HIRE

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Rebranding Moss as a multi-channel personalised retail experience.

EST. 1851

MOSS BROS.

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— PRESS —

#RETAIL
#MENSWEAR

“Moss returns to profit after record sales.”

The Telegraph

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— BRAND EXPERIENCE STORY —

MENY Supermarkets

Norway & Denmark

#FOOD #RETAIL #SUPERMARKETS #BRANDGROWTH
#FRESHFOOD #INSPIRATIONAL
#NORWAY #DENMARK

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CLIENT: **MENY (NorgesGruppen)**

PROJECT: **MENY Supermarkets**

LOCATION: **Oslo, Norway**

CREATIVE DIRECTOR: **Sarah Page** [sarah.page.design@gmail.com]

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Pioneering for the Norwegian food market.

MENY

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Pioneering for the Norwegian food market.

MENY

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#FOOD
#SUPERMARKET

“The store Sarah creatively directed has created what will pioneer the next generation of supermarkets in Norway. She has been working with us strategically and creatively to drive brand growth. Her input has been invaluable.”

—Vegard Kjuus,

CEO at

MENY

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#FOOD
#SUPERMARKET

— PRESS —



“An out of this world statement.”

MERCHANDISE FOOD

USA

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#FOOD
#SUPERMARKET

“An environment that shows why Meny is different — and better.”

RETAIL SQUARE

BELGIUM

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— BRAND EXPERIENCE STORY —

The U for Women

Ann Summers (& Charlie Brooks)

#EROTIC #LINGERIE #SEXTOYS #PRODUCTLAUNCH
#WELLNESS #SELFLOVE #WOMEN
#LONDON #UK

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#EROTIC
#WELLNESS



WONDER UNLEASHED

Be Curious

CLIENT: **The U for Women**

PROJECT: **Ann Summers (& Charlie Brooks)**

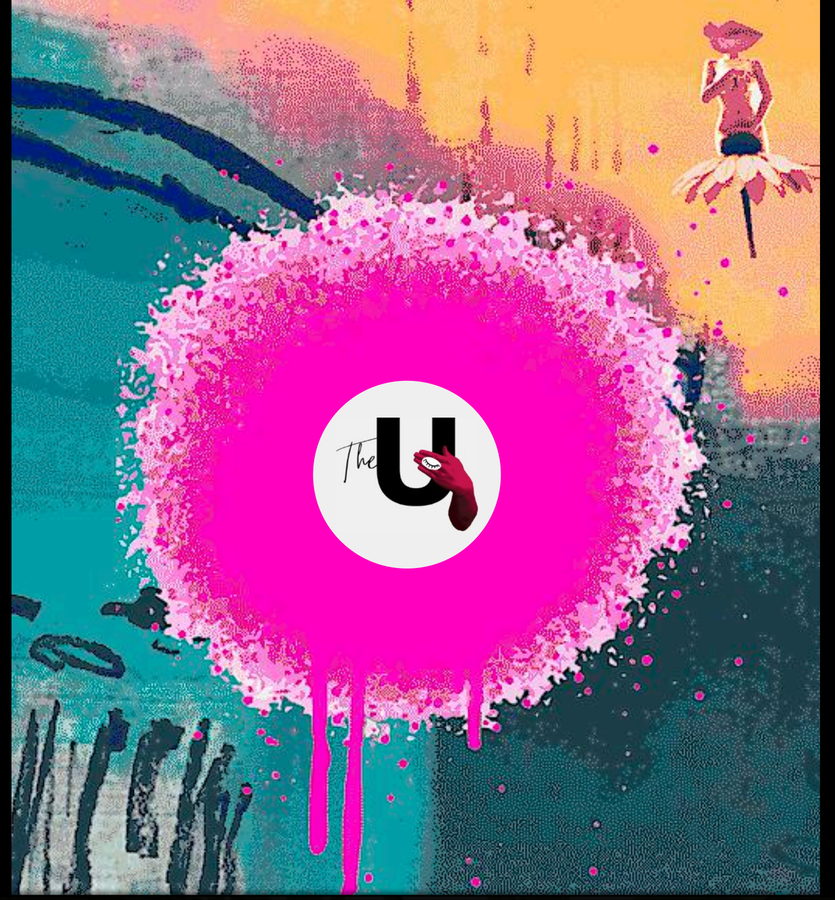
LOCATION: **London, UK**

CREATIVE DIRECTOR: **Sarah Page** [sarah.page.design@gmail.com]

Ann Summers

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Wonder unleashed:

The U Self Love.

Ann Summers

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— BRAND EXPERIENCE STORY —

Christian Louboutin

Flagship Concession at Selfridges

#FASHION #ART #SHOES #ICONIC #FLAGSHIP #PARIS #HIGHEND #STILETTO #REDSOLES #LUXURY #MAISONPARISIENNE #SELFRIDGES #LONDON

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CLIENT: **Christian Louboutin**

PROJECT: **Christian Louboutin Flagship Concession (Selfridges)**

LOCATION: **London, UK**

CREATIVE DIRECTOR: **Sarah Page** [sarah.page.design@gmail.com]

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#FASHION

La Maison Parisienne. An invitation into the world of Christian Louboutin at Selfridges.

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La Maison Parisienne. An invitation into the world of Christian Louboutin at Selfridges.

Christian Louboutin

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La Maison Parisienne. An invitation into the world of Christian Louboutin at Selfridges.

Christian Louboutin

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“Arguably the most jaw-dropping show space.”

VOGUE

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— RESULT —

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#FASHION



SOLD MORE SHOES

IN THE FIRST MONTH THAN ANY OF THE BRAND'S PREVIOUS LAUNCHES

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EMCC Global Quality Award EQA PRACTITIONER
CERTIFIED COACH

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TRANSPORT FOR LONDON

SuperValu

Ravensbourne University London
VISITING LECTURER

THE CONRAN SHOP

Christian Louboutin

ual: london college of fashion
VISITING LECTURER

LUXOTTICA

DIXONS RETAIL
BRINGING LIFE TO TECHNOLOGY

ACCREDITED ADVANCED DIPLOMA IN COACH TRAINING
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University for the Creative Arts
VISITING LECTURER

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UNIVERSITY OF WESTMINSTER
VISITING LECTURER

TESCO

the DESIGN MUSEUM

TWININGS

Westfield

JOHN LEWIS & PARTNERS

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design week AWARDS
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asos

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ICF Professional Coaches
CERTIFIED COACH

Centra

M&S

EST. 1851
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BESPOKE | READY-TO-WEAR | HIRE

Virgin

amazon

20·20
FORMER CREATIVE DIRECTOR

DUNHILL TOBACCO of LONDON LIMITED

BLINK
FORMER GLOBAL CREATIVE DIRECTOR

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principle Honest.
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