

# ISABEL VON FLUEGGE

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LUXURY & LIFESTYLE COPY DIRECTOR  
BRAND VOICE SPECIALIST  
STRATEGIC STORYTELLER  
CREATIVE THOUGHT PARTNER

## EXPERIENCE

**FREELANCE Copy Director and Creative Brand Voice Consultant** (July 2020 to present) Clients include 1stDibs, About-Face Beauty, Ageist, AJ Capital Partners, ArcVida, Aruliden Agency, Blue Nile, Clinique, Effy Jewelry, Levi's, Hearts on Fire, John Hardy, Nespresso, Pandora, Peninsula Hotel Group, Promise by Effy, Restoration Hardware, SN37 Agency

**ATHLETA EDITORIAL DIRECTOR** (November 2019 to June 2020)

Content creation and brand voice direction for a dynamic, high-end athletic and lifestyle apparel company. Oversaw a team of writers who produced all language for the brand, from positioning statements, major marketing initiatives, all digital and e-commerce storytelling to social media campaigns, printed catalog and other collateral, in-store signage and experience and hang tag and on-garment messaging.

**TIFFANY & CO. SENIOR DIRECTOR, BRAND MESSAGING, GLOBAL MARKETING** (May 2013 to November 2019)

**Created and maintained the brand voice for Tiffany & Co.**

**Brand Strategy:** Developed new collection and concept positioning statements, collection names and storytelling toolkits for all new product launches and special exhibitions.

**Advertising:** Collaborated with CMO and VP, Creative Director to develop concepts and write copy for worldwide advertising campaigns, from brainstorming to final execution.

**Digital:** Developed Tiffany's voice on-line, including on Tiffany.com and in social media to reflect the Tiffany brand experience while meeting strategic and sales goals. Developed concepts for websites, videos and interactive media.

**Creative Visual Merchandising:** Collaborated with store design to create rich storytelling for special exhibitions and in the retail environment.

**Public Relations:** Collaborated with VP, Public Relations and VP Creative Director to develop concepts and write copy for strategic and tactical PR projects. Wrote press quotes and speeches for key company executives.

**Collateral:** Conceptualized and wrote copy for catalogues, in-store collateral, visual merchandising.

**Management:** Oversaw and edited the work and development of a staff of eight writers to ensure high level and strategically aligned writing and effective meeting of deadlines. Managed outside copywriting talent as needed and acted as copy editor on select projects.

**LA MER DIRECTOR OF BRAND MESSAGING** (April 2011 to May 2013)

Responsible for creating an engaging and effective "voice" for the La Mer brand that is consistently communicated through all advertising, creative and marketing channels. Created compelling product and editorial copy that supported and furthered the overall brand and corporate marketing objectives in print advertising, collateral materials, signage and digital efforts, including LaMer.com email campaigns, sitelets and refreshes.

**BERGDORF GOODMAN COPY DIRECTOR** (August 2010 to April 2011)

Responsible for creating a Bergdorf Goodman "voice" for all marketing and advertising initiatives, including print ads, the Bergdorf Goodman Magazine, catalogue and direct mail pieces, website, signage and all creative projects.

**MARKETING/ PR WRITER AND CREATIVE CONSULTANT** (1993 to 2011)

Clients include Allure, Bacara Resort & Spa, Bergdorf Goodman, Bloomingdale's, Bottega Veneta, Burberry, Calvin Klein, Chandelier Creative, Council of Fashion Designers of America, David Yurman, Elle, Harper's Bazaar, Kelly Klein, Mercedes-Benz, Morgans Hotel Group, Richart Design et Chocolat, Sephora, 7th on Sixth, Shiseido, Skyn Iceland, Vogue, Wenner Media.

**HARRIS MARKETING GROUP VP PUBLIC RELATIONS AND SPECIAL EVENTS** (February 1997 to December 1997)

Managed all public relations, marketing and promotional events for Concept:Cure, a major breast cancer fund-raising program sponsored by the Council of Fashion Designers of America and General Motors. The program raised over 1.2 million dollars in its first 18 months.

**CALVIN KLEIN, INC. WRITER, EDITORIAL RELATIONS** (March 1996 to February 1997)

Wrote and edited all press and promotional materials for the company, including all press releases, marketing collateral and video scripts, as well as speeches, presentations and quotes for Mr. Klein and other key company executives.

**HENRI BENDEL MARKETING MANAGER** (May 1990 to January 1993)

Managed the in-house creative and advertising agency. Coordinated, planned, and executed the opening of four new stores in 1990-1991. Developed and produced all direct mail and promotional pieces, special events, and designer appearances. Designed and sourced packaging, hangtags, labels, in-store signage and exhibits. Planned, bought and implemented all advertising. Wrote all copy, art directed, negotiated placement. Coordinated and oversaw all photo shoots and purchased illustration. Coordinated editor relations and story development. Created and produced press kits and materials in conjunction with public relations agency.

## **EDUCATION**

**NEW YORK UNIVERSITY GRADUATE SCHOOL OF JOURNALISM** Master of the Arts (M.A.), Magazine Writing

**BROWN UNIVERSITY** Bachelor of the Arts (B.A.) Comparative Literature in Translation, magna cum laude & honors

**UNIVERSITY OF BOLOGNA, ITALY** One year study abroad

**FRANKFURT INTERNATIONAL SCHOOL, FRANKFURT, GERMANY** International Baccalaureate degree

**RHODE ISLAND SCHOOL OF DESIGN** Courses: Typography, Publication Design, Graphic Design

**PROFICIENT IN** AirTable, Asana, Canva, Dropbox, Figma, Google Workspace, InVision, Microsoft Office (Teams, Word, Excel, PowerPoint, Outlook), Slack, Trello, Workfront, Wrike.

## **PERSONAL**

Fluent in German, Italian, French, English (read/write/speak)

Residence (mainly Germany and Italy) and extensive travel abroad

Dual US/EU citizenship

President, Rudolph and Lentilhon G. von Fluegge Foundation