



JASMINE TAKANIKOS

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I am looking to work with clients who want to dominate the youth market, infiltrate the culture, and gain purchase power loyalty.

JASMINE TAKANIKOS CONSULTING GROUP NYC & LA JANUARY 2007-PRESENT

CREATIVE STRATEGIST With a 360 approach to lifestyle brands, every element of the brand and its environment is reviewed to capture the youth consumer. I survey and apply hard facts while weaving in the consumer's emotional response.

Strategic Planning
Brand Development
Experiential Digital Landscape Marketing
Creative Development

Consumer & Cultural Research and Insight
Lifestyle Retail Curator - Channels & Distribution Planning
Sports Lifestyle Trend Forecasting: Color, Materials, Theme

CLIENTS Droga5, Stylesight.com- Fall 2011 Active Sports Forecast, New Balance, PF Flyers, Palladium (K Swiss) Converse, 80%20 NYC, Warrior Shoes, Farylrobin, Fusicology, Marais USA, Nadia Ali, Bliss Lau, Pa:nuu Denmark, Rabbit Maffia

CLIENT DIRECTIVES

DROGA 5. Connected Droga5's new global campaign message for Puma to the consumer and the competitive landscape. This gave Droga5 a formal platform to defend their campaign initiative to Puma. Showcased what the consumer thinks of Puma and why. Fully dissected the valid lifestyle footwear competition brands in this category and the consumer's emotional connectivity and spending patterns: Nike, Adidas, Converse, New Balance, & Reebok.

PF FLYERS. Formulated an approach to lifestyle rebranding to align PF Flyers with their heritage and create consumer connectivity. After applying this technique, PF Flyers grew 97%, and is now a highly successful lifestyle brand.

Product Development
Channel Distribution
Public Relations

Advertising
Retail Sales/Event Initiatives
Trade Show Placement

PALLADIUM (K SWISS). Produced a non-traditional Viral 100 Page Lookbook & accompanying Behind the Scenes Videos, that were split into four major market categories that spoke directly to the potential retailers. Palladium is now selling to all of the below retail doors as the Lookbook captivated each retailer/category.

Youth Urban Outfitters
Contemporary Bloomingdales

Urban Dr. Jays
Hipster American Rag

CONVERSE. Organized and led trend shopping trips in NYC with the Director of Marketing, including destinations such as fashion retailers, music and bookstores, and any non-traditional destinations that demonstrate the Converse consumer's movements. This enables the director to remain connected to the consumer, garnering essential insight to make brand direction initiatives.

FARYLROBIN FOOTWEAR NYC MAY 2004-JANUARY 2007

NATIONAL ACCOUNT EXECUTIVE WEST COAST & NYC Built the Farylrobin business 120% from the sales platform using intuitive marketing and branding skills to launch and grow the business, involving the Farylrobin retailer in the brand, creating an alliance that allowed Farylrobin to be even closer to her consumer.

Opened & Managed over 300 Boutique Accounts and all Department Stores/Majors

Product Development: Farylrobin LLC, Private Label/Development- Urban Outfitters, J. Jill, We Who See, Flock.

Outreach included retail clinics that educated and engaged employees.

Organized a national program with the Art Institute to speak at schools about Faryl's NYC fashion story—harvesting grass roots consumer relationships.

FIVE DOORS UP SEATTLE, WASHINGTON 1999 - 2004

FOOTWEAR AND ACCESSORIES BUYER Created a lifestyle footwear environment where customers could find anything from limited edition sneakers to women's dress. This retail concept was one of the first and truly bridged the gap between traditional divisional footwear stores.

INDUSTRY ACCOLADES

NIKE SPORT CULTURE INFLUENCER One of the select few chosen to be part of the Airforce 1 Night Only Campaign as a National Influencer for Lifestyle Culture. Gifted a Jasmine (one of a kind Airforce One High Top), asked to design a Jasmine Takanikos Airforce 25 in the Nike ID studio as part of the campaign.

CMJ MUSIC FESTIVAL Lectured regarding the role of fashion in the music industry.

EDUCATION

Cornish College of the Arts, Seattle Central

REFERENCES & PORTFOLIO FURNISHED UPON REQUEST.