

KERRY HAYNES

SENIOR CREATIVE DIRECTOR + BRAND STRATEGIST

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Experienced senior creative director and strategist specialising in luxury fashion with a global 360° approach to culturally significant visual content. Partners with brands and publications on big ideas, long-term strategies, seasonal campaigns, one-off activations and visual editorials focused on digital first visual brand storytelling with an editorial edge from brief to realisation, execution, and evaluation.

BRANDS, CLIENTS, CREATIVE PARTNERSHIPS

Saint Laurent, Stella McCartney, Swarovski, Jean Paul Gaultier, Yohji Yamamoto, Vivienne Westwood, adidas, Virgin Galactic, Rick Owens, Raf Simons, Alastair Mckimm, Lotta Volkova, Jeremy Scott, Simone Rocha, Mert and Marcus, Penelope Cruz, Max Farago, Amber Valetta, Vestiaire Collective, Toby Knott, Spring Studios, Lily McMenamy, Nathalie Canquihem, Mary Katrantzou, Richard Quinn, Halpern, Christopher John Rogers, Khaite, Versace, Vogue, i-D, British Fashion Council, Jefferson Hack, Diesel, Ksubi, Yasmin Sewell, Alexander Vaulthier, Merivale Group, Art + Commerce, Graham Rounthwaite, Victoria & Albert Museum, Olivia Colman, Isamaya Ffrench, M&C Saatchi

Advocate for positive social impact and sustainable environmental practices leading global campaigns and partnerships including Atelier Swarovski created diamonds, Stella McCartney, Vestiaire Collective, Vivienne Westwood, Studio Africa (Diesel + Edun), Trekstock | Teenage Cancer Trust.

GLOBAL CAREER WITH MEASURABLE EXPERIENCE AND EXTENSIVE NETWORK IN LUXURY

- Senior Director in Luxury Brand Creative.
- Image Director | Visual Director | Artistic Director
- Brand Creative Strategist.
- Contributor Fashion visual Editorial
- Brand in-house + Agency partnerships.
- Director of extensive global teams across markets: London, Paris. New York, LA, Milan, Sydney.
- 360 approach to brand creative: voice, architecture, storytelling.
- Campaign + Show + Product + Digital + Social content.
- Strategic visual storytelling for brand global activations: product launches, fashion shows, red carpet.
- Strategic visual storytelling for influencer campaigns and talent partnerships.
- Seasonal, annual and one-off campaign budgets both large and small.
- Early foundation in Fashion Marketing and Communications.
- Acquired skills as business owner.

RELATED PRESS

- HARPERS BAZAAR AUSTRALIA September 2023
<https://harpersbazaar.com.au/kerry-haynes-my-life-my-style/>
- ATLEIER SWAROVSKI X STELLA McCARTNEY – Creative Brand Campaign partnership for Fashion Awards 2019
<https://www.vogue.co.uk/news/article/fashion-awards-2019-sustainable-red-carpet-looks>
- SWAROVSKI X JEAN PAUL GAULTIER – 50TH ANNIVERSARY OF Paris Haute Couture campaign.
https://internal.swarovski.com/Portal.Node/content/company/news/companynews/JPG_Final_Fashion_Show_2020.en.html
- VESTIAIRE COLLECTIVE debut global brand campaign
<http://wwd.com/business-news/technology/vestiaire-collectives-profile-boosting-campaign-11010620/>
- Y3 SPORT Global Launch Campaign
https://i-d.vice.com/en_uk/article/pab9xn/there-are-no-rules-how-yohji-yamamoto-is-taking-y-3-to-the-next-level
- YOHJI YAMAMOTO, Y-3, VIRGIN GALACTIC PARTNERSHIP Global Campaign
<https://www.wallpaper.com/fashion/virgin-galactic-reveal-collaboration-with-adidas-y-3-label>
- VIVIENNE WESTWOOD launch event and campaign
<http://www.tatler.com/gallery/off-the-grid-vivienne-westwood-party>
- STUDIO AFRICA Diesel + EDUN campaign with Jefferson Hack
<http://www.dazeddigital.com/artsandculture/article/15765/1/introducing-studio-africa>

WORK PROFILE

KERRY HAYNES LTD, LONDON, UK

May 2012 – Present

FOUNDER | LUXURY GLOBAL FASHION CONSULTANT

Senior Creative Director + Brand Strategist

- Client: Order Magazine : Biannual print publication and film platform.
Role: Consultant Creative Director + Leadership + Strategy across fashion editorial and features.
- Client: Saint Laurent by Anthony Vaccarello (Paris)
Role: Senior Director | Campaign Creative + Strategist | 360 Projects Lead
Global Digital Campaign –Creative Strategy, Image Direction, Brand social Marketing for Saint Laurent ready to wear and Rive Droite projects. Development and execution of overarching strategy and supporting creative content concepts for brand digital activation. Strategy building around existing creative inhouse projects, brand family.
- Client: Vestiaire Collective (Paris)
Role: Global Brand Campaign – Brand Marketing, Creative Strategy, Image Direction.
Campaign Director leading brand creative: identity, messaging, marketing strategy and global 360' launch + rollout.
- Client: Yohji Yamamoto | Y-3 for M&C Saatchi (London, Paris, NYC)
Role: Senior Account Director.
Global creative marketing strategy, creative infrastructure, collaborations, media partnerships, activations and shows.
- Client: Rick Owens and Raf Simons for adidas for M&C Saatchi
Role: Senior Account Director.
Global marketing activations, creative and communications strategy.
- Client: Vivienne Westwood
Role: Comms Marketing Digital + 360' Event Consultancy.
VIP launch event and campaign. Influencer and content strategy for Vivienne Westwood.
- Client: Jefferson Hack MAD London | Diesel, Edun
Project: “Studio Africa” DIESEL+EDUN.
Denim Collaboration and global campaign rolled out across 100 stores.
- Client: House of Hackney, London
Role: PR and Marketing Director.
Project: 3month press launch/ event strategy and execution for Luxury Fashion Interiors brand.
- Client: MP Creative, New York
Role: New Business Consultant – Creative. New business liaison for creative fashion partnerships in the UK. Clients- H&M, Maison Margeila, Jil Sander, Aldo, Uniqlo, Nike amongst their client base.

STELLA MCCARTNEY, LONDON, UK

Kerry Haynes LTD

19th December 2022 – October 2023

VISUAL DIRECTOR (Consultancy Full time)

- Client: Stella McCartney
Role: Senior Director | Creative Strategist | Image Director | CID Team Lead
Thrilled to be working with Stella the original conscious innovator on her creative vision for the season. Leading and building the CID team in creative strategy, brand creative architecture, all content streams including:
 - the overarching Winter 2023 show and seasonal campaign #HorsePower.
 - Adidas x Stella McCartney seasonal campaign s
 - Stella McCartney Beauty (LVMH) seasonal campaign and social content.

SWAROVSKI, LONDON, UK

February 2019 – January 2021

DIRECTOR OF FASHION | GLOBAL BRAND CREATIVE + STRATEGY

360 Global Creative + Content + Digital Marketing + Partnerships

Digital First | Fashion | Fine Jewellery | Conscious Luxury | Partnerships | Fashion Collaborations

Lead 360 Creative Strategy and Digital Content both globally and locally for luxury activations, fashion partnerships and Atelier Swarovski created diamonds. Strategy which encapsulates multiple global markets, fashion teams, digital teams, editorial, instore, product design and external creative partners whilst managing stake holder and company expectations.

Key activations:

- Stella McCartney x Atelier Swarovski | Creative campaign and digital activation.
- Global lead and creative + marketing for British Fashion Awards in partnership with Swarovski 2019.
- Jean Paul Gaultier x Swarovski | 50th anniversary Paris Haute Couture creative campaign.
- Jean Paul Gaultier x Atelier Swarovski featuring Lily McMennamy by Toby Knott | 360 creative campaign and digital activation.
- Penelope Cruz x Atelier Swarovski by Mert + Marcus | SS20 created diamonds collection global 360 campaign.
- Mary Katrantzou x Swarovski | SS20 creative campaign shot at the Temple of Poseidon, Athens.
- Christian Dior: Designer of Dreams exhibition at the V&A Museum in partnership with Swarovski.
- Crystal on the Catwalk SS20 | 360 digital first global fashion weeks campaign: New York, London, Milan, Paris, Shanghai.
- Crystal on the Catwalk AW20 | 360 digital first global fashion weeks campaign: New York, London, Milan, Paris, Shanghai.
- Swarovski Fashion Stories | 3-month digital social media creative content campaign focused on community engagement during covid-19 lockdown.

YOHJI YAMAMOTO, Y-3 | M&C SAATCHI, LONDON, UK

October 2015 – September 2016

SENIOR ACCOUNT DIRECTOR – LUXURY FASHION

Global Creative Strategy + Brand Marketing

360' global marketing and creative strategy for luxury fashion clients in the M&C Saatchi Lifestyle division. Senior account director for Yohji Yamamoto, Y-3 x adidas luxury fashion and performance collaboration since 2002.

Key Activations:

- Director of creative + marketing communications for the Y-3 | AW16 and SS17 | Paris Fashion Week shows.
- Global launch of the new luxury performance Y-3 SPORT collection | 360 creative campaigns | content, event, digital, social and PR strategy.
- Global launch of the Yohji Yamamoto Y-3 x Virgin Galactic design partnership – 360 creative campaign and media strategy that included a global media launch at Spaceport America, New Mexico.

HAYNES AGENCY - FASHION COMMUNICATIONS AND SALES, LONDON, UK

April 2004 – May 2012

CO-FOUNDER / FASHION COMMUNICATIONS DIRECTOR

Servicing 12-15 luxury and contemporary brands both established and emerging. The London based fashion agency offered strategic Communications, Brand Creative Marketing and Wholesale services including a seasonal showroom in Paris. Strategic initiatives included communications support, creative campaigns, large-scale fashion events and activations, retail concessions, exclusive lines, collaborations with industry leaders, product licenses.

Notably represented (for 8 years) luxury cult fashion brand Ksubi as brand ambassador and communications director for UK/Europe. Haynes launched the fledgling brand into the UK/Euro market in 200 and by 2008 the company's worth was \$40 million. Rapid market growth with key stockist wins in the UK, France, Italy and inclusion in key national, international style press was consistent for almost a decade.

ADDITIONAL RELEVANT EXPERIENCE

ANTIPODIUM, LONDON, UK
FASHION PR DIRECTOR

PR Agency and Concept Store (now contemporary fashion label)

Head hunted whilst working in Sydney by a group of investors, was relocated to London to head up their Shoreditch-based Antipodium concept retail boutique and PR agency initiative. Experience and network in Australasia was key in building company client base and PR offer.

MERIVALE GROUP, SYDNEY, AUSTRALIA
GROUP PUBLIC RELATIONS MANAGER AND ENTERTAINMENT DIRECTOR

Luxury Hotel and Entertainment Group

For 4 years, worked for the Hemmes family-owned \$500 million luxury hotel and entertainment company "The Merivale Group". Joined to launch the 4th Merivale venture. The group then acquired its fifth site, the Establishment Hotel, a \$60 million refurbishment project which saw Kerry play a key strategic role in the launch to market of a boutique hotel, nightclub, members bar and 3 restaurants within one design led complex.

BLOODYMOODY PTY LTD, SYDNEY, AUSTRALIA
FOUNDER, CREATIVE DIRECTOR, PR

Creative Fashion and Music Events Marketing and Promotion

Established Bloodymoody early in her career. A highlight was the launch of Chinese Laundry nightclub that ran for 4 years. Kerry's creative direction and network produced an innovative club and new musical movement to this day remembered in Sydney as the place for fashion and music insiders. With stylistic campaigns and a music policy recognised internationally The Chinese Laundry ran for 4 years and set a precedent for Sydney events.

AURELIO COSTARELLA, SYDNEY, AUSTRALIA
FASHION PUBLIC RELATIONS AND RETAIL MANAGER

Luxury Fashion Brand with global distribution and signature boutiques in Sydney and Perth.