

Mari

Kandalaft

Digital Marketing, PR, Retail & Private Label Consultant

PORTFOLIO



About Me

Luxury, to me, is not just a material possession but rather a state of mind that encompasses elegance and above all, it is a choice. This philosophy has been a driving force in my marketing thinking since the beginning of my career in advertising and luxury retail firms back in 2010. Later, I joined one of the largest international leader agencies for advertising and marketing in the Middle East, where I worked with clients from various sectors. During my career, I have had the privilege of working with Italian luxury fashion houses and services, allowing me to gain valuable experience and insights into the world of luxury.

To further enhance my knowledge and expertise in luxury retail, I pursued a Master's degree in Luxury Retail Management at Polimoda in Firenze, Italy in 2016, in addition to holding an Australian Bachelor's degree in Business Management.

What I can do for you

Social Media Management

E-commerce & Website Development

Retail & Private Label

Photoshooting PR, Events & Sponsorship Management

Digital Marketing

Brandning & Creative Artwork

Content Creation & Translation

Employment History

Kuwait, Kuwait City

Jul 2012 – Jun 2013

Marketing & PR Assistant

Al Ostoura International

Kuwait, Kuwait City

Jul 2013 – Aug 2015

Senior Account Executive

J. Walter Thompson

Florence, Italy

Jun 2018 – Sept. 2019

Retail Docent

Gucci-Gucci Garden

Verona, Italy

Feb 2020 – April 2022

Marketing Manager

Fast Private Jet

Certifications



Google Ads Video Certification

Google Digital Academy (Skillshop)
Issued Apr 2022

[View Credential](#)



The Fundamentals of Digital Marketing

Google Digital Garage
Issued May 2020
Credential ID: 7CQ 3U5 4PV



Viral Marketing & SEO

Mummu Academy
Issued Sep 2019



Luxury Fashion Management

Antwerp Management School
Issued Aug 2015



Luxury Fashion Management

Institut Français de la Mode
Issued Sep 2015

Clients Portfolio & Projects

Luxury Fashion

-Ynap - yoox group:

Website content, Arabic & English

-Bardigiani - Luxury fashion e-commerce

Social media, Digital strategy, website, videos, Ads

-Fendi Roma

CRM for the Middle East project

-Luxe Marca

Branding – Retail consultancy – Buying

Small business

-BeitoAuto - Belgium & Dubai

Events, Social Media, Website, SMA

-Supercar Capsule - Italy & Dubai

PR, Communication strategy, Social media management, social media ads, and YT ads.

-Bayt al Saboun Al Loubnani, Kuwait

flyers, media, photo shooting, gadgets, and videos.

Projects Portfolio

Integrated Campaign 01

Social Media Management 02

Digital PR 03

Branding 04

Events 05

Private Label 06

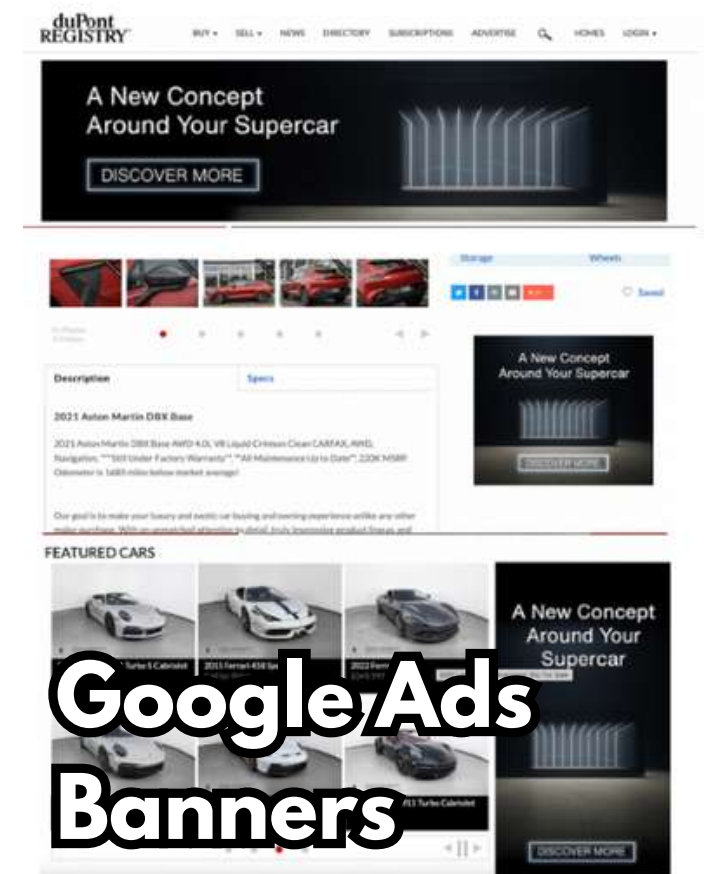
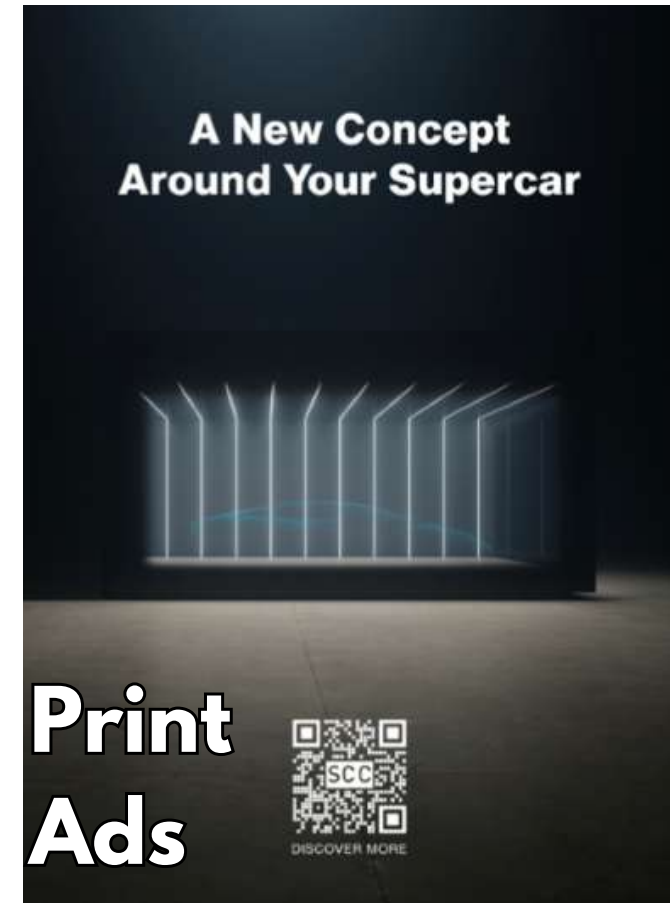
Integrated Campaign

01

Client
Supercar Capsule

Campaign
The Launching Campaign

Italy & Dubai



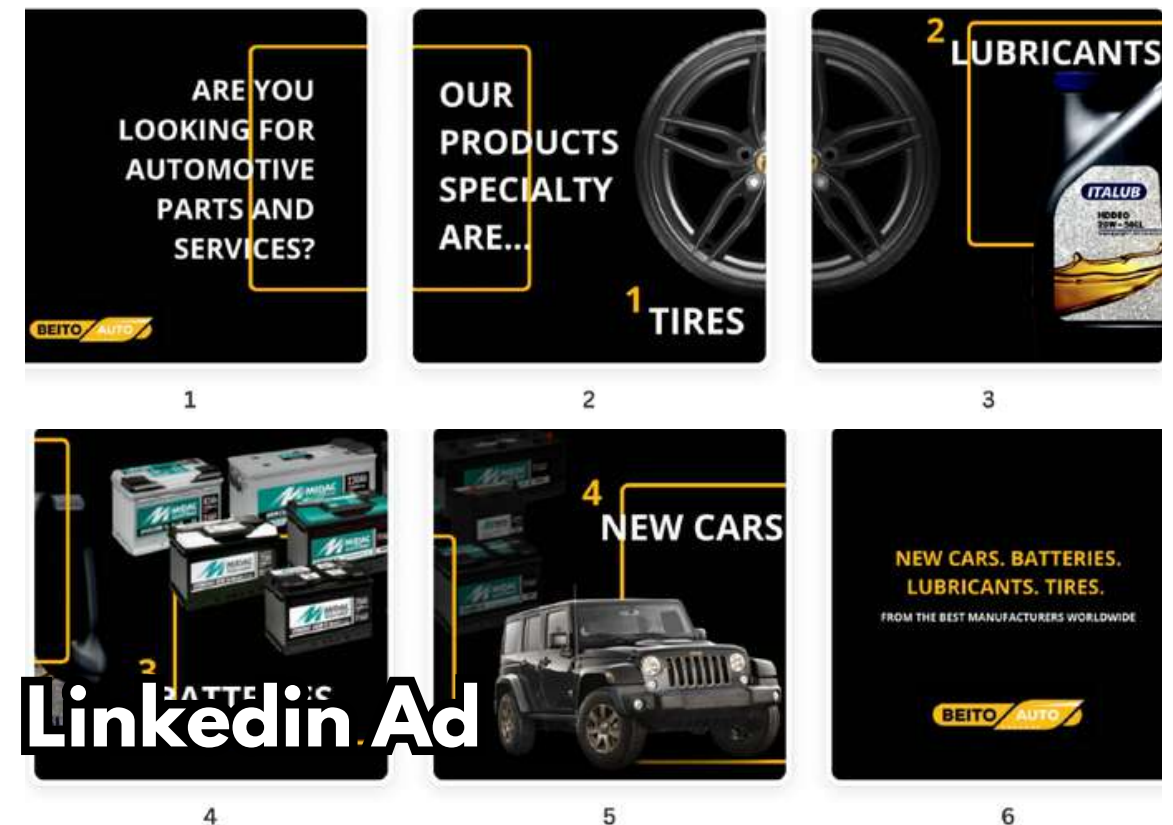
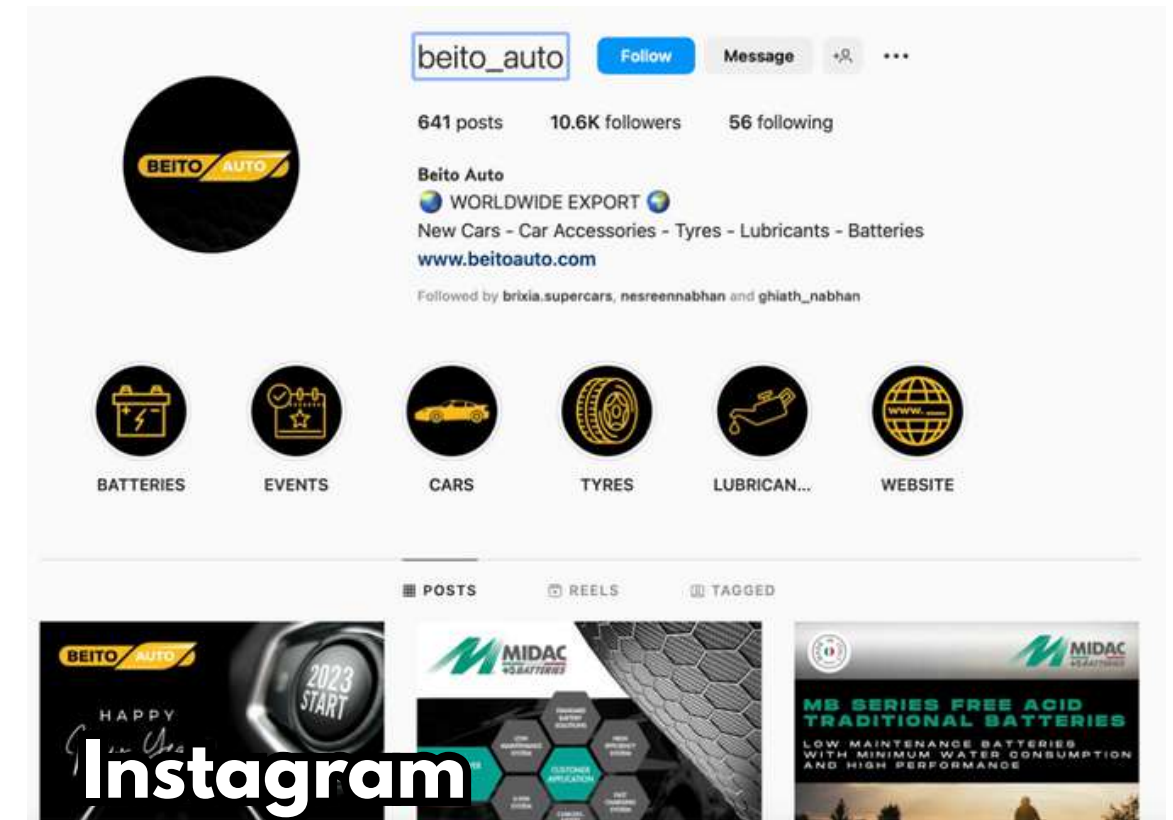
Social Media Management

02

Client
Beito Auto

Campaign
Instagram & LinkedIn
Management & Ads

Belgium & Dubai




Digital PRO3

Forbes


FORBES > LIFESTYLE > TRAVEL

New Study Shows The Best Crypto-Friendly Travel Destinations

Kaitlyn McInnis Contributor 

I cover luxury travel—from takeoff to touchdown and everything in between.

0 Mar 18, 2022, 11:03am EDT



ANSA^{it} Economia

Una straordinaria percentuale delle vendite di Fast Private Jet – il 33% – ora viene effettuata tramite criptovalute

Nonostante la popolarità delle criptovalute, la maggior parte delle linee aeree commerciali e degli operatori di jet privati ancora non le accettano per i pagamenti, ma questo inizia a cambiare. Notevolmente in anticipo sui tempi, l'azienda italiana Fast Private Jet ha cominciato a farlo nei primi mesi dell'anno scorso – e ne ha raccolto i frutti

Business Wire 23 novembre 2021 10:00

[Scrivi alla redazione](#) [Stampa](#)

Ora per uno di ogni tre voli gestiti o prenotati attraverso [Fast Private Jet](#), un'azienda italiana di voli charter, il pagamento viene effettuato tramite criptovalute. L'anno scorso, Fast Private Jet è diventata il primo operatore di jet privati in Italia ad accettare pagamenti nelle principali criptovalute – Bitcoin, Bitcoin Cash, Ethereum, XRP – e in altre importanti criptovalute disponibili sul mercato.

questo comunicato stampa include contenuti multimediali. Visualizzare l'intero comunicato

DIGITAL JOURNAL

Baglioni Hotels & Resorts and Fast Private Jet together for an unforgettable experience

By Marketers Media Published March 15, 2022

Verona, Italy – March 15, 2022 –

With more than twenty years of experience, [Fast Private Jet](#) is a leader in consulting services in the business aviation industry. In particular, it provides private flights to any destination in the world, as well as concierge services, VIP

Branding

Client
Luxe Marca – Luxury outlet

Project
Brand Identity

Dubai & Belgium

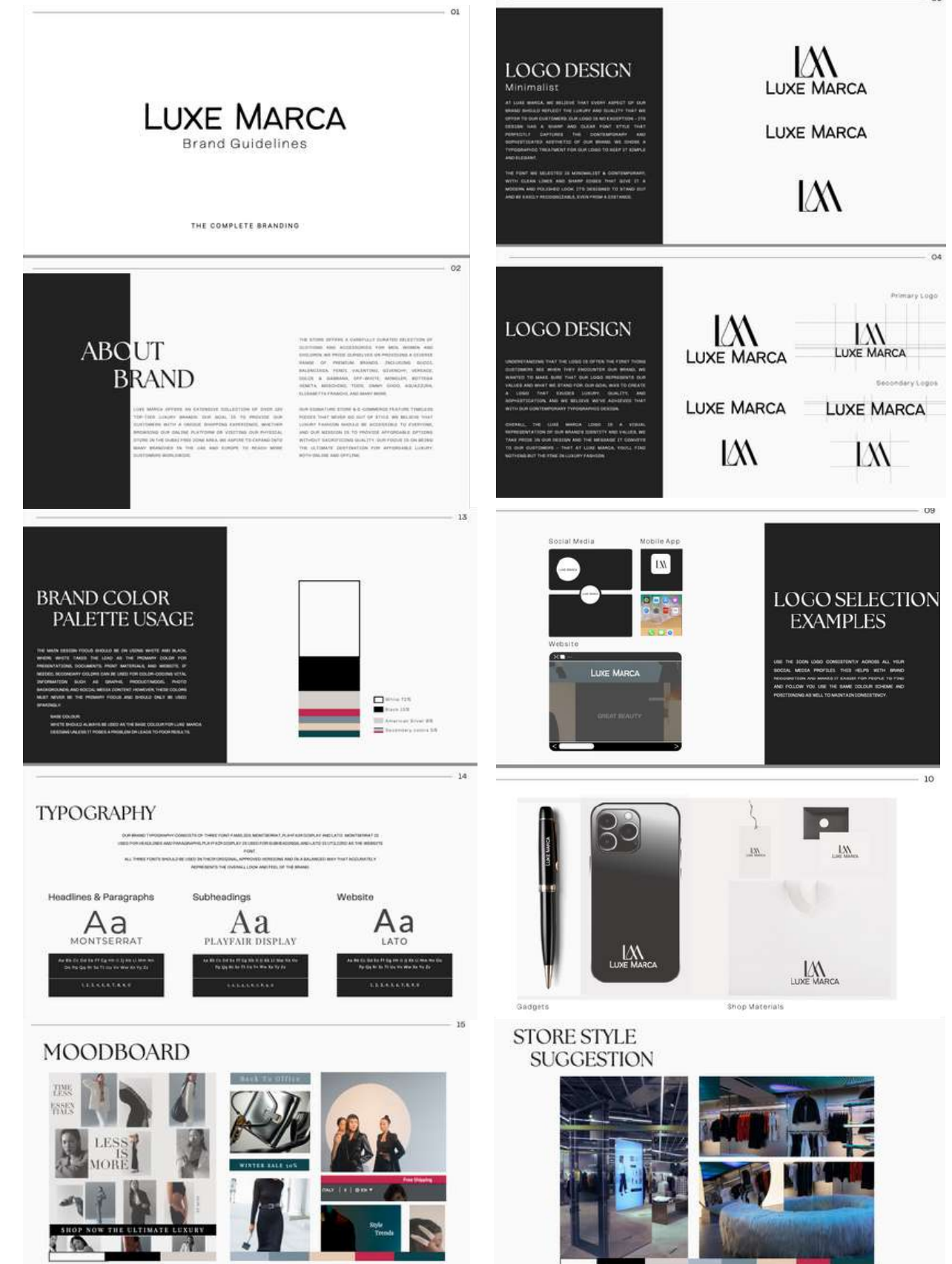
04

Brand Guidelines

The creation of the logo was a result of intensive research on the latest marketing, digital, and fashion trends. I carefully considered all aspects of the brand identity and chose vibrant colours that represent the brand's identity and resonate with the target audience to perfectly communicate with them creating standout and recognisable elements to immediately familiarise the brand.

I ensured that the logo retained the elegance and simplicity of the brand identity, which has always been a cornerstone of the brand's success. The new logo is expected to enhance the brand's presence on marketing materials and digital channels and create a strong visual identity for the brand in the marketplace.

The selection of colours was based on the upcoming season's fashion colour trends, ensuring that the brand remains relevant and up-to-date.

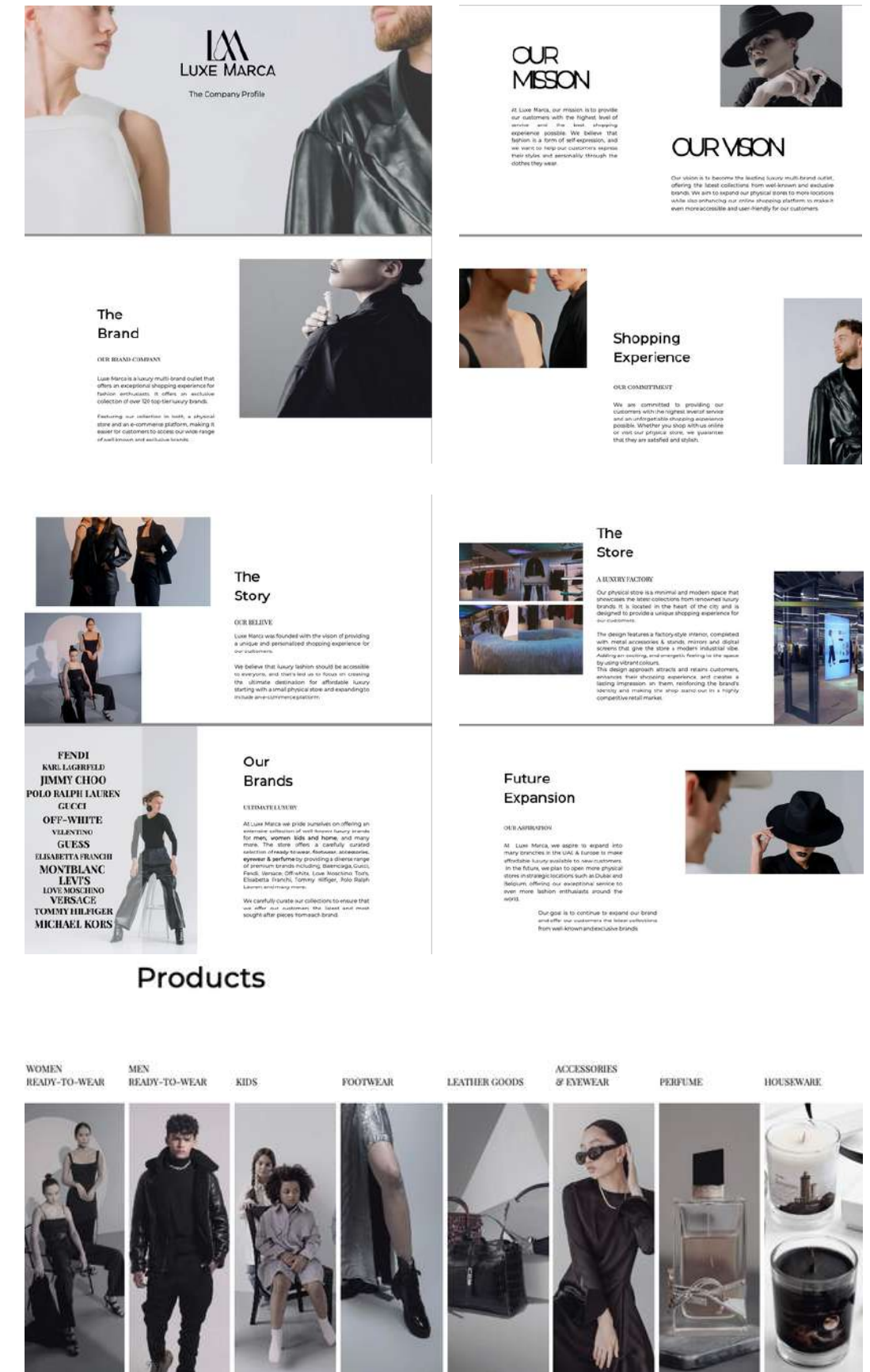


Branding 04

Company Profile

The main objective of the Luxe Marca company profile is to make people aware of the business and its products or services. by creating a summary or introduction to the business that includes information about its mission, goals, vision, history, and products.

It is a key aspect of any company strategy and can be used to show third parties the value of a company, along with its performance. The



Events

05



[Watch full video](#) →

Media 06

 BARDIGIANI



Bardigiani, un rinomato marchio del made in Italy, lancia per la prima volta la sua collezione Autunno/Inverno su bardigiani.com, segnando una pietra miliare nel portare il suo mix di moda artigianale italiana ed eleganza casual a un pubblico globale. La collezione, interamente disegnata e prodotta in Italia, evidenzia l'impegno di Bardigiani per la qualità e lo stile, raggiunto attraverso partnership con piccoli produttori e artigiani italiani a conduzione familiare.

Mari Kandalajt, Direttore Generale di Bardigiani, ha espresso la sua euforia per il lancio: "Siamo entusiasti di presentare la nostra collezione Autunno/Inverno su Bardigiani.com. La nostra missione è quella di offrire l'autentica esperienza 'Made in Italy' a un pubblico globale. Crediamo che la nostra originale fusione di eleganza casual conquisterà l'attenzione dei consumatori alla ricerca di un abbigliamento di alta qualità e di uno stile distintivo".

Strategia Social Media focalizzata su una base di consumatori digitalmente competenti

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La collezione, che include camicie, t-shirt, felpe, jeans, giacche e scarpe, è caratterizzata da uno stile sofisticato che sposa il comfort con l'eleganza 'Made in Italy'. Il design, pur radicati nell'estetica classica italiana, incorporano tendenze contemporanee e silhouette streetwear, offrendo un'interpretazione moderna della moda tradizionale.

Il debutto di bardigiani.com rappresenta un invito esclusivo per gli amanti della moda e gli estimatori dell'eleganza italiana online, un'esperienza da vivere senza interruzioni. La comunicazione digitale, completata dalla solida presenza di Bardigiani sui canali social come Instagram e TikTok, si allinea con la base di clienti affezionati digitalmente evoluti.

Mentre il marchio continua a crescere ed espandere la sua presenza a livello globale, Bardigiani rimane fedele ai suoi valori fondamentali di autenticità, produzione

 **الحياة المصرية**
AlHayat AlMisriya

وأعربت ماري فندلفت، المديرية التنفيذية لبardigiani، عن حماسها لإطلاق هذا الموقع الإلكتروني قائلة: "يسعدنا أن نرفع الستار عن مجموعتنا للخريف والشتاء على موقع Bardigiani.com. وتمثل مهمتنا في تقديم علامة "صنع في إيطاليا" الأصلية إلى الجماهير العالمية. إننا نؤمن بأن تصميمنا القائم على الدمج الفريد بين الأنافة والذوق الكاجوال سوف يأسر عشاق الموضة الذين يبحثون عن الجودة العالية والأسلوب المميز.

تركز شركة Bardigiani على سوق منطقة الشرق الأوسط وشمال إفريقيا وأوروبا

تمة اهتمام متزايد من طرف العلامات التجارية المتخصصة والمستقلة بمنطقة الشرق الأوسط، وهي المنطقة التي تهيمن عليها في معظم الأحيان العلامات التجارية الفاخرة الكبرى. وبأني إطلاق موقع Bardigiani للتجارة الإلكترونية داعمًا بشكل مثالي لهذا الاتجاه، إذ يقدم بديلًا جديدًا لسوق المنتجات الفاخرة التقليدية. يستكشف المستهلكون في منطقة الشرق الأوسط وشمال إفريقيا بشكل متزايد، وخاصة من جيل الشباب، خيارات الأزياء المتنوعة وذات التصميم المخصص، مما يجعل دخول Bardigiani إلى هذا السوق ضربة ناجحة قد جاءت في الوقت المناسب.



 **Levant Guardian**

Mari Kandalajt, Managing Director of Bardigiani expressed her enthusiasm for the launch: "We are thrilled to unveil our Fall/Winter collection on Bardigiani.com. Our mission is to deliver the authentic 'Made in Italy' experience to global audiences. We believe that our unique fusion of casual elegance will captivate fashion-forward individuals seeking both premium quality and distinctive style."

Bardigiani's focus on the MENA region and Europe

There is growing interest in niche and independent brands in the Middle East, a region traditionally dominated by major luxury labels. Bardigiani's e-commerce launch aligns perfectly with this trend, offering a fresh alternative to the conventional luxury market. The MENA region consumers, particularly the younger generation, are increasingly exploring diverse and individualistic fashion choices, making Bardigiani's entry into this market timely and relevant.

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Private Label

Client
Bardigiani

Product
Women/Men Ready-to-
wear & Accessories

Italy & Belgium

07

showcasing a distinguished collaboration with Bardigiani for the Men's/Women's SS24 collection, As the driving force behind design, styling, production, and intricate details. This showcase not only reflects a harmonious synthesis of these elements but also stands as a testament to my hands-on approach and unwavering commitment to delivering excellence in every phase of the creative journey.



Recent Social Media Collaborations

Fashion

- **Veluntra Accessories**
Brand Ambassador

Aviation

- **Shy Aviation**
Brand Ambassador

Travel

- **MyTrecco App**
Brand Ambassador
- **OJ EVENTI**
Local Influencer
- **@Tipscout**
Community Member

Let's work together



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Kandalaft

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