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## JAYNE ESTEVE CURE FASHION CONSULTING

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### Jayne Estève Curé

Brought up between England and France, Jayne has a multidisciplinary educational background in the Arts. After completing her Masters' at l'Institut Français de la Mode in Paris (IFM), she founded a company with the young Parisian fashion designer Olivier Guillemin for several years and gained solid experience in the business of international fashion in Europe, the USA and Asia.

Specializing in strategic fashion marketing and studies she worked for several international companies including the Chargeurs textile group for their companies *Roudières Textiles* and *La Lanière de Picardie* and *Lener Cordier* for whom she helped re-position their ready-to-wear women's wear brand *Les Chemins Blancs*.

She also has a 10 year experience as a fashion marketing consultant specializing in strategic studies for French institutions such as the *Ministère de la Culture* "Founding a Grand Master prize for the French Maîtres d'Art", the *French Embroidery and Lace Federation* on the subject "What future for Embroidery & Lace : Innovation as a development strategy" or the *Institut Mode Méditerranée* on "How to develop the clothing & textile sector in and around Marseille" and also for the French town of *Lille* on "Creating a Fashion incubator for Young Fashion Designers".

In 2004, Jayne decided to launch her own consultancy activity « *Fashion Expertise & lab agency* » which includes the conception and organization of conferences, professional training programs and marketing and development strategy consultancy & coaching (see above paragraph).

Since the beginning of her career teaching has been essential for her developing the fields of "fashion marketing", "management & development of products", of "fashion culture: fashion history, contemporary fashion and fashion trends". She teaches in some of the best international schools including l'Institut Français de la Mode (IFM), l'Ecole Nationale des Arts Décoratifs, Studio Berçot in Paris and at Bangkok International Fashion Academy, Ravensbourne School of Art & Design, Winchester School of Art & Design.

Since 2006, Jayne has developed professional training courses for the leading French distributors Le Printemps department stores and for Citadium Paris. She trained a significant amount of their sales' force, including managers and selling teams but also marketing and buying teams conceiving several made-to-measure training courses on the subject of fashion culture & trends.

Her collaboration with Le Printemps has also lead her to organize a series of conferences for their leadership team on subjects such as "The DNA of fashion Culture" or "Interaction between the creative processes in Design & Luxury".

From 2003 to 2008 she worked with the Berlin based fashion designer Esther Perbandt to launch and develop the very promising contemporary and edgy women's wear fashion and accessory line. ([www.estherperbandt.com](http://www.estherperbandt.com)). She has recently started a strategic collaboration with the Parisian accessory design duo Yazbukey ([www.yazbukey.com](http://www.yazbukey.com)) for which she is currently developing a business plan for potential investors.

She regularly joins forces with Olivier Guillemin Designer, President of the French Colour Committee and Artistic Director for APLF Fashion Access working on projects that call for complementing skills in the realm of prospective creativity and fashion marketing strategy.

Jayne is currently launching a limited company named JAYNE ESTEVE CURE FASHION CONSULTING to be in phase with the evolution of her activities.

Jayne has recently been appointed Fashion & Marketing consultant for APLF Fashion Access.

