

# EMILY MILLER PALMQUIST



Intuitive strategist. Business builder. Creative leader.

## PROFILE

Experienced innovator and development professional with a demonstrated history of game-changing in the apparel, retail, and educational business. Specialties in concept-to creation, leadership, sales, client development and strategic partnerships. Strong marketing professional with a master's degree in Fashion Trend Forecasting from Polimoda.

## WORK EXPERIENCE

### **Part-time Educator, Lululemon, Kelowna | August 2022 – Present**

- Responsible for delivering exceptional guest experiences in a high-volume flagship retail setting.
- Work as a part of the team alongside management, key leaders, and other collaborators to support the business.

### **Founder & Owner, Forte Luxe Fashion Inc. | September 2020 – December 2022**

- Invented a third-party marketing system connecting luxury retailers to online buyers for re-capitalizing write downs, aged inventory, and damaged high-value stock. ○ Designed a profitable re-commerce platform via Shopify utilizing omnichannel tools, apps, and free social media.
- In year 1, grew to 1.6 M in retail value merchandise and <\$60k in gross sales.
- Remotely hired, trained, and led a multi-national team of 10 in e-comm, photography, graphic design & marketing specialists. ○ Moved to Kelowna in 2021 and further streamlined with conversion to 100% drop shipping.
- Consulted key accounts on additional services to ethically recycle, dispose of, or donate waste inventory, often for tax relief.

### **Interim Academic Director of Fashion Programs, LaSalle College Vancouver | June 2018 – April 2020**

- Promoted after 9 months of part-time instructing to Interim Academic Director for Fashion Programs. (Fashion Design, Fashion Marketing, Jewelry Design and Fashion Styling).
- Management of 15+ staff and academics for 100+ students. Key deliverables of oversight of teaching and learning, student services, faculty development, industry outreach, research projects and administration.
- Shepherded the launch of a new Bachelor of Design in Fashion Design in a 6-month span. Liaised with internal & external stakeholders in finance, marketing, and leadership to deliver an initial cohort of 10 students.
- Played an integral part in designing a \$2M state-of-the-art wet and dry textile laboratory where craft and cutting-edge experimentation could intersect. Coordinated the architects, construction manager, facilities team & international suppliers to realize development of the space on time for launch and 20% under the original budget.
- Co-founded a new circular economy “The Fashion Re-Source” with a student committee of 6 people. Established a library of donated textiles, sample room waste and equipment for re-use by the fashion department as a degree requirement.
- Transitioned 75+ fashion courses to 100% online learning in a 4-week span as a response to the Covid-19 pandemic; implemented tools such as Microsoft Teams and Google Classroom.

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# PALMQUIST

**Director of Merchandising and Curation (Contract), RYU Apparel Inc. | September 2017 - May 2018**

- In-charge of design collaborations, merchandising and retail pop-ups for an omni channel vertical retail brand.
- Influenced senior management, reporting directly to the CEO to drive concept development and project management of merchandising initiatives in an innovation driven, publicly funded start-up.
- Grew the merchandising group at RYU from 1 to 7 by developing a training program and training the Visual Merchandiser to lead a team of in-store merchandisers at 5+ locations. Co-produced a training playbook and video series with partners in retail, product, and brand to prepare merchandising within the brand for future growth.
- Created the concept for the brand's personal care product line with from ideation to sample creation overseeing all aspects pre-launch, the project also included an interactive retail component for customized products.
- Led collaborations with WeWork, Equinox Fitness, Nordstrom, Layback & Co., co-designed capsules with Artist Jason Dassault
- Executed a clearance sale in Q1, 2018 creating 11% of the total business volume in sales for the quarter. Managed the event to succeed on schedule and revenue target for the preplanned budget.

**Fashion & Trend Consultant, self-employed | January 2014 – Present**

- Creative and business advisory services to start-ups, entrepreneurs, and SME brands with expertise in design, product development, consumer research, branding, POC and sales strategy.
- Originate B2B sales for trend resources, digital subscriptions, custom projects for Canadian manufacturers and retailers.
- Forge international partnerships with trend forecasting market leaders including Shoesplanet.com (Italy), Trend Union (France, USA), Trend Bible (UK), and Mode...Information (Germany).
- Canadian clients include Aldo Group, TJX Canada, Hudson's Bay Company, CCM (Reebok), Walmart and Mad Engine.
- Active professional network of 4000+ people and 350+ Canadian HQ brands; achievement of annual sales plans for 3 years in commissions, project fees and guest appearances for live presentations in future studies and innovation.
- Executes unique marketing plans by partnering with national trade shows to maximize exposure and sales incl. KnowShow, Apparel Textiles Sourcing, Spryshow and Fashion Group International.

## EDUCATION

**MA Fashion Trend Forecasting, Polimoda, Florence IT | April 2013 – December 2013**

This course was completed over 9 months and 700+ contact hours. The thesis involved the identification of a trend with presentation in 3 books to illustrate the concept, dimensions, and an industry case study. Entitled 'Compart Mentality' the trend was centred in positive human to digital connection and material innovation.

## WORK HISTORY

Retail Launch & Event Manager  
Retail Sales Trainer  
NA Account Director  
Designer, Creative Director  
Fashion Des & Mktg. Instructor  
Freelance Fashion Designer  
Luxury Sales & special projects

Bite Beauty, Kering Group  
Links of London, Holt Renfrew  
Promostyl Paris  
Polymath Fashions Inc.  
Ai Vancouver, Helen Lefeaux  
Self-employed  
Ghost Ltd

Toronto ON 2016-2017  
Vancouver BC. 2011-2013  
Vancouver BC 2009-2011  
Vancouver BC 2007-2009  
Vancouver BC 2006-2009  
London UK 2001-2006  
London UK 2001-2006

## COMMUNITY

- Memberships: BC Apparel and Gear Association, Apparel and Footwear Association Canada, BC Society for the Museum of Original Costume
- Volunteering: Dress for Success Kelowna, PAC Committee Member at The Cut Fashion Academy