

SERENE HASSOUNA

UAL | CHALHOUB GROUP | FASHION
COMMUNICATION & BRAND DEVELOPMENT

CONTACT

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- London

SKILLS

- Brand Strategy & Positioning
- Consumer & Market Insights
- Campaign Development & Media Management
- Presentation & Stakeholder Communication
- Project Lifecycle Management

EDUCATION

MA Fashion Journalism & Content Creation
London College of Fashion
2024-2025

- Writing, content creation, social media
- SEO
- Content planning
- Interviewing

BSc Cosmetic Science
London College of Fashion
2019-2022

- Upper second class honours
- Creative, technical, and formulation knowledge
- Product ideation, development, and management

LANGUAGES

English

Arabic

French

REFERENCE

Andrew Tucker | University of the Arts London
a.tucker@fashion.arts.ac.uk

Nour Sehanoui | Chalhoub Group
nour.sehnaoui@chalhoub.com

Saitali Tomoglu | United Group
saitali.tomoglu@unitedcosmetics.co.uk

PROFILE

Experienced in brand incubator and product development with hands-on expertise in managing fragrance portfolios from concept through market launch within the EMEA retail sectors. As I've released two fragrance brands out on the market, I have proven ability in SKU creation and catalogue management, supplier coordination, packaging and merchandising preparation, and quality control. I am well skilled in producing accurate forecasting, analysing competitor and internal launches, and supporting full project execution in collaboration with cross-functional teams. I have strong organisational, communication, and stakeholder management skills combined with a proactive and detail-oriented approach, as I have pitched brand concepts and worked on tight deadlines. Lastly, I hold a deep understanding of fragrance industry dynamics, consumer behaviour, and the operational requirements needed to support impactful beauty campaigns at key emotional moments

WORK EXPERIENCE

Content Creation & Brand Communication

2025-present

Inspired by my previous jobs of building brands and curating tone of voices, I wanted to learn more about brand communication so I took a purposeful one-year break from work to pursue my Master's degree, which allowed me to deepen my expertise in fashion communication and develop skills in branding and brand image. This experience has made me better equipped to contribute meaningfully in my next role.

Product & Concept Development - Luxury Beauty

Chalhoub Group

2023 - 2025

Worked within the innovation division of the Middle East's premier luxury fashion and beauty group, driving product launches and elevating strategic brand initiatives aligned with prestigious heritage and market excellence.

- Led product strategy for two key luxury beauty launches (Haze UAE and Yeda UAE), crafting 5-year roadmaps tailored to evolving luxury consumer trends and market dynamics.
- Directed full product lifecycle management, from ideation and stakeholder alignment to launch readiness and post-launch analysis, ensuring seamless execution across cross-functional teams.
- Fostered collaboration with suppliers, marketing, brand leadership, and retail trade teams to ensure premium brand messaging and flawless go-to-market execution.
- Conducted in-depth competitive market research and leveraged consumer insights to refine product features, creative briefs, and positioning strategies reflecting luxury market expectations.
- Partnered with creative and marketing teams to produce trend-led lookbooks and brand decks, guaranteeing alignment with brand tone, aesthetic, and exclusivity.
- Balanced complex innovation timelines while contributing to budget planning, feasibility assessments, and operational alignment within a high-end luxury context.

Product Developmet & Market Researcher

United Group

2022 - 2023

Supported the development and market positioning of premium personal care products within one of the UK's leading supplier-retailer networks, emphasizing luxury, quality, and consumer desirability.

- Collaborated closely with buyers and suppliers to define launch strategies and category positioning for skincare, fragrance, and haircare, emphasizing product prestige and market differentiation.
- Conducted comprehensive consumer insight research to inform product briefs, positioning, and packaging that resonate with discerning luxury consumers.
- Worked cross-functionally with internal teams to develop and present weekly trend moodboards, enhancing brand storytelling and creative execution aligned with premium market standards.
- Managed go-to-market processes, including POS material readiness, sample tracking, and creative alignment, to ensure impeccable presentation in retail environments.
- Provided administrative and operational support to merchandising teams, including inventory tracking and sample organization, maintaining meticulous standards suited for luxury brand operations.