



JOSINA VON DEM BUSSCHE-KESSELL

GLOBAL SALES DIRECTOR, FABERGÉ

Josina began her career in 2000 at British jewellery brand Theo Fennell, in charge of identifying growth opportunities for the then relatively small-scaled company. Within four years, Josina had assisted in the development of their first-ever advertising campaign, led various successful product development initiatives, further developed its brand identity (to prepare for international expansion), supported the opening of four new boutiques and helped create the now well-known ‘unstuffy alternative’ image of the brand.

Brought in to help position and develop high jewellery brand Boucheron (Gucci Group, PPR now Kering), Josina was given the task of making the French historic brand relevant to the dynamic London market, whilst understanding its brand positioning within the Gucci Group overall, in order to create a ‘strategic template’ for further international expansion. Her involvement with the brand saw the introduction of a successful access line, historic image success by aligning the brand with relevant VIPs and celebrities (such as Kate Moss and Daphne Guinness to name but a few) and the creation of various effective brand and marketing optimisation processes.

In 2006, Josina was approached by the owner of the oldest diamond company in the world, Backes & Strauss, to fulfill their ambition to enter the global watch market by creating and developing a new niche watch brand in association with the Franck Muller Group. Within two years, Josina had created, launched and effectively established the brand, exceeding international sales expectations (setting up a successful global distribution and sales network) and achieving notable press accolades, across all continents.

Having made a name for herself within the luxury goods industry, Josina became fully independent as luxury brand advisor in 2009, providing growth development, brand optimisation as well as strategic direction for a number of luxury brands and high profile entrepreneurs.

As such, Josina worked on a range of important projects with Candy and Candy CEO Nick Candy ranging from luxury brand alliances, events, brand investments and group growth strategy.

At the same time, continuing strong ties with former employer, the Gucci Group, Josina provided brand development strategy for Stella McCartney's main brand, which consequently led to the launch of 'Stella McCartney Kids', delivering in-depth intelligence and continuous advice on 'luxury & digital' and directing the creative digital partner. Robert Polet (then CEO, Gucci Group) announced the success of the venture in his annual group statement.

Continuously expanding her knowledge of the industry and corresponding trends, Josina delivered luxury industry insight to the Wall Street Journal, Financial Times and JFW Magazine, where she also acted as Strategy Director.

In 2012, Josina joined Fabergé to help establish and grow the international retail partnerships with notable success, increasing the points of sale continuously over 3 years. Setting up a new department within Fabergé, Josina was appointed Business Development Director in June 2015, responsible for the continued expansion beyond Fabergé's own retail operations and wholesale partnerships.

Focusing mainly on the effective management of important client relations and setting up as well as expanding important corporate relations. In this capacity Josina represented Fabergé at the World Economic Forum in Davos in January 2016 and hosted a private dinner together with Eric Schmidt, Chairman of Alphabet.

In April 2018, Josina was promoted to Global Sales Director of Fabergé, overseeing all direct sales activities whilst still continuing her role as Business Development Director.

Gaining three academic qualifications in Art & Design (Diploma), Fashion Management (BA) and Marketing Strategy for luxury brands (MA with Distinction), Josina has also lectured at the University of the Arts.