



Marie Destombe

Creative Director

A versatile and adaptable Creative Director with 30 years experience in lingerie and branding from design to manufacturing, customer development to brand creation, store design to hands-on branding.

Today, putting 25 years experience in Asia in practice as a consultant, to lead and coordinate challenging projects, collaborate with different mindsets and backgrounds for a richer end result, handling all aspects of the creative process, seeing the big picture and paying attention to details.

PORTFOLIO View samples of previous projects : <https://www.marieportfolio.com/>

EXPERIENCE

WOMEN PLANET PROSPERITY

MAR 2024 - PRESENT

Co-founder & Creative Director

Coordinating a collective of experts around projects fighting climate change, social and gender inequality and unsustainable business practices through storytelling, sustainable strategies, practical tools implementation and capacity building.

SUSTAINABILITY & CREATIVE CONSULTANCY

FEB 2023 - PRESENT

Co-founder & Creative Director

Generate ideas developed into concepts and practical applications.
Storytelling - Creative ways to communicate a brand narrative

MAIN PROJECTS

"Behind the seams" - Corporate Communication - Hop Lun - Bangladesh

An effective communication, promoting challenging projects that support social change and women empowerment in and around manufacturing facilities (18,000 workers - 6 facilities)

Siu Sing Investment - Visual branding & office interior design - Hong Kong

Restore 2.0 - Rebranding & go-to market strategy - Hong Kong

Refocusing the market approach for a single product brand: a hydration supplement with a wide range of benefits. Target customer mapping, visual identity revamping, bilingual positive communication, FWE Hyrax fair organisation

HOP LUN

1997 - 2023

From Lingerie Designer and Product Developer to Senior Creative Director

Project-based assignments in a company that developed from a 30 people trading to the world's No 1 bra solution specialist, with 30,000 employees.

PRODUCT DESIGN & DEVELOPMENT

Creative support to Private Label (OEM) customers: trend reports, sourcing, print / embroidery / lace development, customised product design from creation to production. Accounts include: Target, H&M, George (Asda), Tesco, Primark, Carrefour

CORPORATE COMMUNICATION

Aligning all communication touchpoints to reflect the company's core values and social commitment.

Style guide, Company Profile, presentations to various stakeholders, photoshooting, video creation, corporate events.

CORPORATE INITIATIVES

Solution-driven projects supporting a commitment to social sustainability, to improve end-users environment.

RENOVATION Factories (Bangladesh - 8 buildings - 18,000 employees) & Pre-Production Centre (China - 3,000 employees) Building design concepts, space planning, visual identity, practical implementation packs for exteriors and non-production areas

HEAD OFFICE INTERIOR DESIGN (Hong Kong - 300 employees) Design concept, space planning & layout, material palette, furniture design

FACTORY CONCEPT DRAWING (Vietnam) A sustainable factory development, with human-size buildings and cut-to-pack organisation, limiting grey footprint and developing solar energy.



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Hong Kong



French passport holder

Hong Kong permanent ID

SKILLS

BRANDING

Bring concepts to life

PRODUCT

Design to consumer
Expert in Lingerie & Swimwear

INTERIOR DESIGN

Retail & Corporate
Based on end-user experience

STRATEGIC COMMUNICATION

Across various mediums

VIDEO & PHOTOGRAPHY DIRECTION

Visual strategy to execution

EVENTS

Brand & concept promotion

TOOLS

Photoshop
Illustrator
Premiere Pro
SketchUp
Keynote
Microsoft apps
Prezi
Flourish
Wix
Canva

LANGUAGES

French - native
English - fluent
Spanish - rusty
Cantonese - notions

BRANDS DEVELOPMENT

Creation and re-launch of brands with strong, distinctive personalities, that stand out in a multi-branded environment, establishing strategies to developing outstanding concepts, brand vision to story telling to practical applications on all creative aspects: brand experience, product, marketing, communication, packaging.

JANET REGER - An iconic British brand image revamp

SCANDALE - Relaunch of a French brand with 70 years heritage

JUICY COUTURE - Licensing, extending the brand image and intakes to a new lingerie offer

6IXTY 8IGHT - RETAIL BRAND DEVELOPMENT

2002 - 2022

Co-creator & Creative Director

Co-creator of 6IXTY 8IGHT, an avant-garde brand launched in Paris in 2002.

Retail brand development: 200 stores in the Greater China area

Creative direction for all branding aspects:

Brand re-definition over the years from 'Worn-to-be-seen' to 'A playful rebellion' concepts,

Collection design direction & range building,

Store concept development & implementation, store display direction

Landlord presentation & store location selection

Communication

Store events

Online to offline experience project

EARLY EXPERIENCE

Etam Lingerie - Paris	Buyer & Collection Manager - Lingerie & Swimwear - 100 stores	1995 - 1997
Spot - Lille (France)	Buyer & Collection Manager - Nightwear, lingerie & accessories - 80 stores	1992 - 1995
BHV department store - Paris	Junior Buyer - Ladies ready to wear	1991 - 1992
Christian Dior	Communication & Design	1991

EDUCATION

Master in Management	Skema Business School (previously Sup de Co) - Lille (France)	1991
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LECTURES**Hong Kong Polytechnic University - Lingerie Major**

"Being a designer within the n.1 bra service provider"	2017
"20 years of lingerie (r)evolution"	2018
"A product journey, from design to consumer"	2020
Taking part of the judging panel for last year students' work	2017 - 2020