



Chris Scott-Gray
+44 (0) 7802 613585
chris@onecsg.com
www.onecsg.com

Chris Scott-Gray is a creative leader with marketing, online and business development experience. With extensive knowledge of the fashion and textiles industry he creates content and activities that are brand appropriate and drive customer engagement.

Career History

Prominent Europe Brands (Menswear)
Head of Marketing & Online
2012 to 2019

- Managed the marketing function for one of Europe's largest menswear suppliers.
- Developed the global marketing, online, PR and social media strategy for Chester Barrie, Simon Carter Menswear and Richard James Mayfair.
- Managed the marketing budget and online Profit & Loss.
- Produced at least eight photoshoots a year as well as a series of brand videos.
- Integral to business growth of almost 100% over five years.
- Integral to the growth of the retail business: opened accounts with concession partners Harvey Nichols, House of Fraser & Coin; managed the shop-fit and re-fit programme (over 25 sites); developed local and in-store marketing programmes.
- Developed international marketing support programmes – notably for China and Korea as well as Chester Barrie's Italian concession business.
- Managed the shop-fit programme for four outlets stores and two pop-ups; created marketing support programmes.
- Successfully launched refurbished Savile Row store.
- Appointed and managed outside agencies: PR (UK and overseas), web, social, digital and creative.
- Negotiated and managed sponsorship packages: Leicester Tigers, Olivier Awards, Golf Croquet World Championship and Chateau Impney Hill Climb.
- Organised on-schedule events at London Fashion Week Men and in-store events in Savile Row.
- Built Chester Barrie's e-commerce business, increasing sales by 120%.
- Oversaw the re-platforming of the Chester Barrie website to Magento 2, improving product information pages and introducing a new blog section.
- Oversaw the online business with partner websites - House of Fraser, John Lewis, Harvey Nichols, The Rake and David Jones – delivering annual sales of £1m+.
- Managed the creation of a new Prominent Europe website.

Green Baby (Childrenswear)
Business Development
2008 to 2012

- Opened new accounts with House of Fraser, John Lewis, Waitrose, Suma.
- Negotiated and introduced exclusive Green Kids collection to John Lewis.
- Worked with new VC owners to develop the business.
- Managed UK & overseas trade show participation.

Chris Scott-Gray
+44 (0) 7802 613585
chris@onecsg.com
www.onecsg.com

Self Employed (Menswear)

Marketing & Business Development Consultant

2001 to 2012

- Worked with brands, retailers and trade organisations to help them increase sales and improve their marketing. Clients included:
 - Chester Barrie
 - International Apparel Federation
 - British Clothing Industry Association (now UKFT)
 - BMB Group (Alexandre Savile Row)
 - Joop Menswear
 - Moss Bros
 - Austin Reed
 - Marks & Spencer

Various (Journalism & PR)

Teaching Consultant

2000 to 2007

- Worked with a number of organisations to teach staff how to write and edit:
 - CSE Demos — Journalism, editing and people development
 - European Commission — Speech writing
 - PR Association — Copywriting

Menswear Council (Menswear)

Director

1997 to 2000

- Established and managed an organisation to promote menswear in the UK.
- Organisational aim was to increase sales of menswear.
- Funding came from brands and retailers in the sector.
- Set up the Dress for Success campaign.
- Worked to support smaller brands and retailers.

Menswear Magazine (Menswear)

Editor

1992 to 1997

- Edited a magazine covering the menswear industry.
- Repositioned the magazine to make it relevant to the changing market.
- Launched the Menswear/FHM Awards.