

FIND YOUR
ESSENCE

A team of dedicated specialists at your service

RHEIMS Consulting SA is an independent consultancy firm specialised in the world of luxury, branding and strategic brand research.

Created in 2011, RHEIMS Consulting SA is the partner of choice for companies seeking to **modernise and refresh** their brand and image. We help to define positioning and to increase our clients' competitive edge in ever tougher markets, to optimise their investment.

Our international network, industry specific expertise and highly personalised approach are there, by your side, every step of the way:

- **Investment Funds**: assisting with positioning and analysis of target company potential.
- **Start-ups**: supporting with reputation building in specific target markets through the development of a distinctive brand and storytelling.

- **Entrepreneurs, Family Groups or Luxury Companies**: helping to inject new life into your brand and to expand your services.

- **Multinationals**: supporting the development of new market segments or in their strategic vision.

RHEIMS Consulting SA is unique in its bespoke approach to consulting and its readiness to establish a long term partnership with its clients.

RHEIMS Consulting SA has acquired extensive experience in the Perfume and Cosmetic sectors, in Fashion, Jewellery and Watchmaking, as well as in the Prestigious Hotel and Catering along with Lifestyle and Service industries.

Mission & Values

Our Mission

RHEIMS Consulting SA was founded to be the partner of choice for clients seeking clear analysis of their positioning and potential.

Our mission is to advise and support you on the achievement of your objectives in order to remain competitive. We challenge you to continually innovate and re-evaluate yourself in a highly competitive environment whilst providing you with specific short and long term strategies.

Our Values

Our experience and success are rooted in a strong value set that we uphold faithfully and unfailingly:

- **Passion & Creativity**
- **Respect & Trust**
- **Excellence & Independence**

Our founder: Marie-Hélène Rheims



- Trained as a corporate lawyer and with a lifelong passion for the world of the arts, Marie-Hélène Rheims has been involved with the set up and development of Luxury Brands both in international and local markets for 20 years.
- After ten years of working with **L'Oréal's Luxury Product Division**, Marie-Hélène took over the creation of the **Stella McCartney Perfume** brand for the Gucci Group. Several years later, she was involved with the repositioning and re-launching in the United States, Asia and Europe of **Erno Laszlo**, the first cosmetology brand launched in the United States in 1927.
- Marie-Hélène also spent time in London working on the development of a **Joint-Venture** signed between **LVMH** and **De Beers** to create a new jewellery brand named "**De Beers Jewellery Ltd**".
- More recently, in her position as Senior Marketing Director Europe for **Ralph Lauren** based in Geneva, she worked on the repositioning and international re-launch of the **Polo Jeans** brand, which has since become **Denim & Supply**.
- In 2011, Marie-Hélène founded her own company, **RHEIMS Consulting SA**, a consulting agency specialising in brand strategy.
- In addition, as co-director of the Masters in Luxury Marketing program at Geneva's CREA and SAWI institutes, she lectures on the various strategic approaches and stages required for the creation and development of luxury and brands and products. Furthermore, she also participates in a large number of conferences on Luxury as an independent expert.

“Bespoke” Services

By choosing to work with RHEIMS Consulting SA in the analysis of your **brand strategy**, you are entrusting **a team of dedicated experts** with your company’s analysis and research requirements to achieve the best creative outcome.

We develop **competitive intelligence**, and with our different international mind-set and multi-cultural experience, we demonstrate a unique ability to anticipate and adapt to various cultural sensitivities. Our key objective is to offer an outstanding level of service whilst respecting traditions and the highest standards of professionalism.

RHEIMS Consulting SA stands out from its competitors through its determination to offer **only bespoke solutions**.

As all our client are unique, we are strongly opposed to model solutions, preferring a 360° service approach. Our objective is to boost your reputation by working with your brand, its values and potential.

Our aim is to build a true partnership based on the long term.

As a trusted advisor, RHEIMS Consulting SA offers a coherent palette of scalable services, which result in a true differentiation at each stage of development and positioning of your brand:

- Customised auditing of the existing brand and its competitive environment
- Strategic advice on the positioning and re-positioning of the brand
- Targeted research and support in the realms of brand creation, M&A operations and business transmission
- Bespoke support in revitalising your brand, notably through our excellent knowledge of distribution networks and customers behaviour and culture.
- Support with regard to communication content and format
- Mediation, Partnerships & Co-Branding
- Follow-up and monitoring of new brand strategy implementation.

Diverse customer base & industry expertise

Diverse customer base

Whether you are a Start-up, a Multinational, a Private Equity Fund, a Family Business or a Luxury Company, our aim is to provide you with outstanding service tailored to your needs.

Industry expertise

With a 20 years proven track record within the brand world, we are able to bring in depth knowledge and experience to companies seeking to create or strengthen their market presence within their target market.

A dedicated committee of experts

RHEIMS Consulting SA is a dynamic structure composed of the best specialists in their field: designers, webmasters, model-makers, semiologists and sociologists service in order to provide targeted professional responses.

«They placed their trust in me ...» Marie-Hélène Rheims

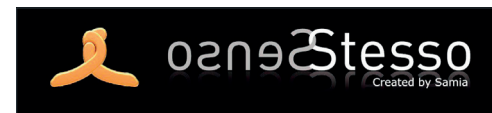
Perfumes & Cosmetics

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