

# AUDREY KABLA

Luxury Brand Strategy Expert · Educator · Entrepreneur  
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U.S. Green Card Holder – EB1A | Authorized to Work in the U.S.

## Summary

Luxury marketing leader and entrepreneur with 23 years in the field. Award-winning author and international speaker driving purposeful brand growth while sharing the timeless codes of luxury.

## Experience Highlights

### Epykomene | Founder & CEO — France & International · 2010–Present

- Advised 50+ luxury clients, including Gucci, Orange, and Beneteau.
- Authored 80+ Brand Bibles®, identity platforms, and transformation strategies to scale and strengthen brand equity.
- Results: +40% growth, secured €1.5M+ in sustainability-related fundraising support through positioning and storytelling, iconic brand status elevation, market opening, brand stretching.
- Directed, designed and delivered certified trainings for 15,000+ professionals.
- Hosted 100+ luxury conferences at Le Louvre, Le Musée d'Orsay, La Fondation Vuitton, Musée Yves Saint Laurent, Opéra Garnier, Le Ritz Paris, Plaza Athénée, Musée Patek Philippe.

### Day Rose Collective | CEO — U.S. & International · 2021–Present

- Built award-winning online luxury marketing certified programs with 3,500+ students.
- Grew sustainable lifestyle brand and curated collaborations between artists and artisans.
- Launched *Journal de Promenade* collections with Day Rose Publishing label.

### Professor & Program Director | Leading Business Schools — Global · 2012–2025

- Directed Luxury Brand Communication master programs for Sup de Pub, achieving +900% growth.
- Taught, lectured, and served as jury member and panelist for top universities including Sorbonne, ESG, EFAP, NYU, FIT, Chapman University, Brooklyn College, SAU (China), and Jain (India).

## Early Experience

### Global Brand Manager | Gc Watches — France, U.S. and Switzerland · 2007–2010

- Repositioned Gc as a Top 5 Swiss accessible luxury brand with +3,000 store opening worldwide.

### Marketing & Sales Manager | Hilton International Group — France & U.S. · 2004–2007

- Promoted luxury hotels and resorts to incentive agencies across the U.S., French, and Swiss markets.

### Junior Brand Strategist | Christian Dior Couture — France · 2002–2004

- Conducted one of the first Gen Y luxury consumption studies in Paris.

## Publication

Author – *Marque & Luxe* - Éditions Kawa

Acclaimed reference in luxury brand strategy and storytelling, featured in 50+ French business media.

## Education

MBA – Luxury Marketing Management, MBA ESG Paris — Summa Cum Laude

M.A. – International Affairs, ESGCI Paris — Summa Cum Laude

B.A. – International Business & Marketing, Monmouth College, IL — Exchange Program

## Awards

2024 Best Solo Entrepreneur Award – Stevie Awards for Women in Business

2024 Entrepreneur Award – Global Recognition Awards

Member – Harvard Leaders Excellence Square, Lycée Condorcet Alumni, Club Luxe Adetem

## Skills and Languages

Branding · Culture · Creative direction · Leadership · Public speaking · Sustainability · Education

Languages: Fluent – English, French, Spanish | Elementary – Latin, Italian, Portuguese, Hebrew