

MARLOWE DUNN FLOM



PUBLIC RELATIONS PORTFOLIO

Marlowe Dunn Flom
3250 S Ocean Blvd Apt 106 N,
Palm Beach, FL, 33480
December 3, 2023

Nik Deogun
CEO of the Americas and Senior Partner
Brunswick Group
ndeogun@brunswickgroup.com

Dear Mr. Deogun,

You and your team at the Brunswick Group provide exceptional service to your client LVMH Louis Vuitton Moët Hennessy and the opportunity to work alongside you all as an aspiring public relations and marketing specialist seeking experience in the luxury industry would be a distinct privilege. My name is Marlowe Dunn Flom and I am a junior at Florida State University studying Public Relations and Editing, Writing, and Media with minors in International Affairs and Business Analytics hoping to break into the world of fashion and luxury goods with your expertise to build off of my previous experience in public relations, publishing, and integrated marketing. While there is no formal internship with LVMH in place, any opportunity to contribute to your work with this premiere client will ensure not only the experience of a lifetime but a chance to contribute to a team of the countries best communication and marketing professionals, including you who has an inspiring background across several industries I am also interested in, such as your work with CNBC Business and media as a whole.

My own work experience has seen me in a variety of roles that will contribute to your work with LVMH immensely, all of them allowing me to harness my creativity to innovative solutions to achieving unique goals. As a Moore Agency Digital Content intern, I learned how to work with an entire team and adapt to changing situations and demands of a client as well as assisting those working with different clients in Moore's different departments, whether it was proofreading press releases or compiling data in spreadsheets to share with clients at the state and national level. My experience with Moore saw me bring a fresh and thoughtful take to their social media platforms, helping to increase their impressions in a similar way to my insight provided with Palm Beach Media group where I worked with promoting various luxury products and services to a luxury market across Florida. Aside from preparing media kits and demographic research packets, I also pitched various stories that would draw in new readers to the magazine as well as delight loyal readers. Both these roles and others saw me build upon the traditional and proven foundations of these brands that brought them success to carry them into the future with bold and inspiring ideas.

By supporting my leaders and colleagues for the benefit of our whole team, while leading with independent ideas that bring LVMH success. Thank you so much for your time and consideration and I am eager to hear back from you all.

Sincerely,



Marlowe Dunn Flom

Marlowe Dunn Flom

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3250 S. Ocean Blvd. Apt 106 N
Palm Beach, FL 33480

EDUCATION

Florida State University, Tallahassee, FL

Exp. May 2025

Bachelor of Arts/ Sciences; Majors: Public Relations & Editing, Writing, & Media

- GPA: 3.693 (*FSU Dean's List 2021–2022/ Fall 2022; FSU President's List Spring 2023*)

EXPERIENCE

The Moore Agency Digital Content Intern (Tallahassee, FL) August 2023–today:

- Created a total of 24–28 social media posts across various platforms for 5 different client accounts weekly
- Researched and reported various trends across social media each month to implement throughout the agency
- Lead community management each week across all of Moore's social media channels
- Assisted in managing and measuring digital ad campaigns with the use of platforms I received certification in, such as Meltwater and Klear
- Assisting in planning and tabling at our company's involvement with the 2024 inaugural North Florida World of Works event, attended by over 3,000 students over the course of 2 days

Palm Beach Media Group Marketing & Editorial Intern (West Palm Beach, FL) June 2023–August 2023:

- Conducted market/demographic research for the regions covered by PBMG's various titles, prepared media kits, and analyzed competitive magazines to suggest updates to PBMG's websites
- Published 4 pieces to be featured in Palm Beach Illustrated's October '23 and November '23 issues, including 2 I pitched myself. For all of the articles, I communicated with publicists, designers, authors, and entrepreneurs to retrieve press releases and photography to include in both my copywriting and content writing.

Outreach Coordinator for Florida Public Relations (FPRA) Student Capital Chapter (Tallahassee, FL) March 2023–today:

- Managed recruitment, outreach, and retention while identifying key publics that be interested in FPRA
- Created communication material to organized/ attended outreach events such as involvement fairs
- Informed members and key publics about important FPRA events, including communication with alumni

FSU Engage 100 Student Leader (August 2023–today:)

- Selected among hundreds of applicants to instruct two classes of 15-20 freshman students about the various academic, social, extracurricular, and health and well-being resources on campus
- Designed a syllabus, various assignments, and lesson plans to be taught in person throughout the semester; engaged in long term time management, organization skills, public speaking, and goal setting with students
- Maintained a professional yet dynamic and engaging attitude with students while inferring how to connect course material to their individual needs, interests, and goals; acted as an approachable role model and leader

SKILLS

Language: Upper–Intermediate Spanish (spoken and written)

Social Media: Experience with Gain to draft and post social media content on platforms such as on X, Instagram, Facebook, and LinkedIn

Office Skills: Familiarity with microsoft office suite, Canva, and Adobe Illustrator

- Certification in Meltwater and Klear

Citizenship: Dual citizenship status in Canada and the United States

ACTIVITIES/ AWARDS

- FSU Strasbourg Global Business Seminar, Spring 2023
- Florida Public Relations Student Association (FPRA) Capital Chapter Miami Networking Trip
- *Kudzu Review* Literary Magazine Layout Committee Member (Fall 2021)
- Senior Editor of the Saint Andrew's Literary Magazine



LVMH LUXURY MARKET OP-ED

There is no luxury apocalypse, only a reminder of its endurance

*In spite of looming recession fears and market slowdown, the luxury market will
simple return to pre-pandemic levels*

The rule in the luxury industry is one day you're in and the next day you are out, but the recent stock performance of several luxury sector brands shows that luxury is eternal and always bounces back. Recent drops in stock prices of several luxury brand groups such as LVMH, Richemont, Kering, and others alarmed market analysts and called into question the luxury industry's sterling reputation for defying the standard expectations of the market. It's common knowledge among economists that the luxury sector tends to fare significantly better than the majority of other industries during economic crises with this point being made abundantly clear during the pandemic. Premier luxury market analysts [Bain-Altagamma](#) note that the luxury market rose 44 percent from 2020 to 2022, marking this sector's highest performance and revenue growth ever. Yet in spite of this, 2023 second and third quarter reports show decline for various brands and luxury conglomerates in their overall revenue compared to their first quarter earnings and record breaking pandemic era growth. This decline is concerning many analysts who herald the close of this luxury boom with higher inflation and consumer weariness of luxury brands, citing the online trends of 'quiet luxury' and thrifting. While these market forecasts and general trends seem to spell disaster for the luxury industry, the reality is that it will continue to endure not only despite worsening economic conditions but thrive as a result of these conditions.

While it is true that the market several weeks ago was declining, this decline is not dramatic and is merely signaling a return to pre-pandemic revenues. The general consensus among market analysts is that pent up desire to shop, particularly from the rich, contributed to the pandemic luxury boom but now consumers have grown fatigued with luxury brands. Some will go as far as to say the recent rise in inflation that affects even the price of luxury goods pushes the wealthy to their spending limits. Others will note the decline of physical retail venues in the face of online shopping and thrifting which see less and less people shopping in person at the traditional shopping locations of luxury brands.

These assumptions though are met with the reality that once again, the luxury market defies the average logic of the market and will remain steady and even grow. [The Business of Fashion](#) recently surveyed frequent luxury shoppers and found that 77 percent of them plan on visiting a physical luxury store as often or more in 2023 than they did last year. This is compounded by the fact that the luxury retail market is projected to exceed \$75 billion by the end of this year. By moving into more luxurious retail space frequented more by wealthy consumers, luxury brands are reminding their traditional clientele of the exclusivity of their products based on location, price, and quality. Even with the popularity of thrifting as a means of acquiring unique and timeless apparel finds, luxury brands will meet those standards by focusing more on the everlasting quality and creativity of their products.

Economic downturns do mean people have less disposable income and prioritize luxury spending less but it is also during these times that people want to appear more financially stable. This is best seen with the '[high heel index](#)' pioneered by former IBM consumer products expert Trevor Davis, which correlates the popularity of higher heel lengths with poor economic conditions. During these times, people want to appear more employable, employed, and wealthier, hence the popularity of more overt symbols of luxury and the craze to buy as many as possible. This relates to another interesting trend from [Bain & Co.](#) that Gen Z are purchasing their first luxury goods earlier than millennials, at the age of 15 in fact. Indicative of the luxury sector understanding the desires of their customers and culture at large luxury is what guarantees luxury's sustainability and leg up in any turbulent economy.



LVMH OLYMPICS FACT SHEET

LVMH

FACT SHEET

Luxury Olympics; LVMH becomes Premium Partner of the Paris 2024 Games

Unparalleled Partnership

With mounting anticipation for the upcoming Paris 2024 Olympic and Paralympic Games, LVMH's attainment of Premium Partner status for the games has ignited even more excitement for the festivities to come. With the multinational luxury goods conglomerate based in France for its 36 year history, LVMH Moët Hennessy Louis Vuitton is eager to showcase the extraordinary talent and contributions of France. LVMH will be involved in numerous aspects of the games, from hospitality and promotion to crafting the legendary Olympics Medals themselves, ensuring these games set new standards of quality and creativity.

Artisan-Quality Contributions

Several Maisons from the LVMH group will serve critical functions to these iconic games. Including;

- Centuries old Parisian jeweler Chaumet will design the Olympic and Paralympic Medals
- Moët Hennessy wines and spirits Maisons will provide their world renowned products during the games to the delight of guests
- As 'Artisan of All Victories' LVMH and its Maisons—particularly Louis Vuitton, Dior and Berluti—in the lead-up to the games will be advertising the games including brand partnerships with various Olympic athletes

CONTACT FOR FURTHER INFORMATION

US

- Nik Deogun / Blake Sonnenshein
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History in the Making

- Tony Estanguet, President of the Paris 2024 Olympic Committee, notes that “This partnership also sends a powerful signal that France’s leading businesses are behind the Paris 2024 Games, which will let our country shine brightly around the entire world.”
- Before the host city of the 2024 Olympic and Paralympic Games was even selected, LVMH supported the Paris organizing Committee’s bid, according to LVMH CEO Bernard Arnault.
- 2024 marks a century since the City of Light last hosted this global event. With LVMH and many of its Maisons being closely interlinked to Paris, it is the perfect partner to serve the world’s greatest athletic event.



LVMH PRESS RELEASE

FOR IMMEDIATE RELEASE

October 6, 2023

MEDIA CONTACT

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LUXURY OLYMPICS

LVMH becomes Premium Partner of the Paris 2024 Games

PARIS – As if the Paris 2024 Olympic and Paralympic Games could not get more exciting, luxury goods conglomerate LVMH sets opulent expectations with their newly acquired status as Premium Partner for the games. For all of its 36 year history, LVMH Moët Hennessy Louis Vuitton has been based in France and proudly embraces this heritage that it will showcase on the world stage with its luxury contributions to the Olympic festivities. Whether it is crafting the iconic Olympics Medals or coordinating hospitality and advertisement, LVMH will be providing unparalleled quality and creativity for these Olympics.

By enlisting its legendary Maisons, or Houses, LVMH will orchestrate critical aspects of the games. This includes centuries old Parisian jeweler Chaumet designing the Olympic and Paralympic Medals, Moët Hennessy wines and spirits Maisons providing their world famous products, and unique advertising campaigns. As ‘Artisan of All Victories,’ LVMH and its Maisons—particularly Louis Vuitton, Dior and Berluti—will be advertising the summer games with brand partnerships with numerous Olympic athletes.

Tony Estanguet, Paris 2024 Olympic Committee President, exclaims “This partnership also sends a powerful signal that France’s leading businesses are behind the Paris 2024 Games, which will let our country shine brightly around the entire world.”

The summer Olympics will begin on July 24, 2024 and signify the third time the City of Light has hosted the games, the last time being a century ago. LVMH supported the Paris organizing committee’s bid long before a host city was selected. With itself and many of its Maisons being intrinsically tied to Paris, LVMH is the perfect partner to demonstrate France’s extraordinary contributions while serving the world’s greatest athletic event.

About LVMH

Setting the global standard of luxury, LVMH Moët Hennessy Louis Vuitton has established itself as the world premiere in the luxury goods market. Since its founding in 1987, the French multinational luxury brand conglomerate has preserved and elevated the long-term success and quality of their 75 ‘Maisons’ or Houses, with LVMH being the only group present in all five major sectors of the luxury market. As of 2023, the family-run group employs over 196,000 people internationally and reports sales of 79.2 billion euros making it the most valuable company in Europe. LVMH’s sophisticated business model sustains the distinctive brand identities of their Maisons while enhancing their quality of products and services, ensuring the Group continues to lead the world in luxury in their eternal pursuit of excellence.

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LVMH OLYMPIC FLYER

THE LOOK OF VICTORY



THE TASTE OF VICTORY



THE FEEL OF VICTORY

**IT IS TIME TO BE THE VICTOR
WITH LVMH
ARTISAN OF ALL VICTORIES**

LVMH 



LVMH BLOG POST

Five Luxury Holiday Gifts for the Men in your Life

By Francois Le Hecho



With the **holiday season** upon us, the joys of this time of year can be lost on us as we rack our brains for the perfect **gifts** for our loved ones. Especially the enigma that can be the special **men** in our lives. Whether they keep their wishlist close to their chest, or your idea bank has run dry, it can be helpful to have some sources of inspiration for gifts that will make those men feel special. While you are at it, something high-end certainly helps make an impression. Here are 5 **luxury** gift ideas to spark some **inspiration** and help you make this season's gifts stand out.

Barton Perreira Sunglasses from Aldrin

With the year winding down and a bright future on the horizon, what will be better for him than a sleek new pair of shades for looking ahead? These understated yet sophisticated sunglasses offer the practical gift every man needs with the swagger he wants. The trouble with gifts can be getting a recipient to use them, with sunglasses that look and work this good, he will practically be inseparable from your gift to him.

TAG HEUER CARRERA Watch

This watch is timeless in its combination of tradition and modernity, with its updated, sleek design combined with the signature Carrera design in the watch face. It's

masculine yet refined and allows for a functional way to express confidence and personal style, the same kind of style you admire him for time and time again.

LV Skyline 35mm Belt

Some brands just need to be a staple in every man's closet, and whether he owns a Louis Vuitton belt or not, an addition like this to his clothing repertoire is always welcome. This belt speaks for itself on brand, quality and taste, elevating any of his looks for any occasion. This kind of gift, once again, seamlessly unites practicality and style that any man would admire.

MARMO-PRINT Swim Shorts, Mario Pucci

In the chill of winter, warm days at the beach and poolside become the ultimate dream so why not have a gift that complements that dream. These stylish and bold swim trunks from Mario Pucci are exactly what he will need to update his wardrobe and get more excited for those warm days and feel more confident in his look. By the time those days arrive, you know that he will be using this gift and be grateful for it.

Moët Impérial Champagne

Consider this final gift a treat for yourself as well as him, whether you are capping off a great year or toasting to an even better one, this is the drink to make the most of the holidays. This iconic Moët and Chandon champagne speaks for itself and while it may be something he can certainly treat himself to, it's something for the two of you and anyone else in your life who deserves a taste of luxury to enjoy and make a moment with.

About the author: Francois Le Hecho is the founder and editor of The Luxe Insider, contributing his own perspective on all things luxury in addition to working with a variety of accomplished writers around the world who spotlight the luxury lifestyle.