

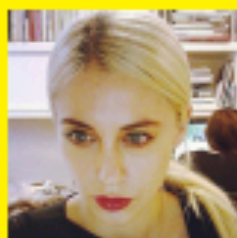
# Luxury Daily™

THE NEWS LEADER IN LUXURY MARKETING

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A CLASSIC GUIDE  
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## Classic Guide Luxury Women to Watch 2013



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## "It is a dynamic landscape where change is the only constant"

**What do you most like about your job?**  
Without a doubt, it's collaborating with marketers to help define their brand. I love uncovering that seemingly intangible nugget that brings emotion and desire to a brand. By pulling apart the layers of a brand, you can discover its true, authentic voice – that specific offering that no other brand can own. When that comes together, it's magic and lays the foundation for great marketing. A relevant, authentic brand voice wins a coveted spot in the consumer's heart, mind and home.

**What is the biggest challenge in your job?**  
I would say that the biggest – and most exciting – challenge is staying ahead of the digital curve. Staying current is one thing, but I am talking about getting 10 steps ahead of what is coming next.

It is a dynamic landscape where change is the only constant. It takes discipline to ensure we employ digital marketing and social media that enhances the brand appropriately and meets business objectives – not just because it is the newest trend.

**What is your work priority for 2013?**  
I am always looking for the next great challenge, whether that is working in a new category or with a marketer who

wants a complete reinvention. Next year, I would love to partner with a marketer in an even deeper, more meaningful way. That could mean a rev-share model, intellectual property or even an opportunity to work on the client side of the business.

**What will it take to attract more women to the luxury business?**  
Luxury is a wonderful industry for women because it comprises so many different categories and opportunities. Basically, any product or service that offers a moment of self-indulgence should be considered luxury, whether it's a piece of Vosges chocolate, a Patek Phillippe timepiece or a Bentley automobile.

Bringing a sense of humanity to the luxury market is necessary so that it is less about excess and more about personal celebration. Encouraging women to follow their heart and do what they love will hopefully attract more of us to the business.

**Your proudest achievement in luxury?**  
This past year has been remarkable as I have had the opportunity to work with a number of new product introductions in the luxury arena. Being there at inception to help shape every element of a brand's DNA is an experience to relish. You really get into the trenches with the marketer.

This coming year will be equally exciting as I watch the work come to life in the marketplace.

It is a wonderful feeling to see your ideas bloom out in the real world. But my proudest achievement is feeling accomplished both at the office and at home with my family – that is true luxury. ■