



## Linton Crockford-Moore, Group Creative Director

### Expertise:

**Brand Creation and Development: communication, marketing strategy, brand design, retail architecture, consumer experience and visual merchandising.**

Born in the United Kingdom, Linton Crockford-Moore began his career in retail in London after completing his Design studies in 1995, and it was during this time that Linton built the foundation for his deep understanding for the retail business.

In 2000 Linton moved to the Middle East and joined the Chalhoub Group where he was responsible for the regional visual identity and brand development for a portfolio of over 20 luxury brands.

In 2005 Linton set up the groups creative services division in his capacity of Group Visual Merchandising Director, driving the transformation of the VM activity and leading a team of over 300 regional visual merchandisers across 14 countries with a portfolio of more than 280 luxury brands and over 370 retail stores.

With his creative foresight and unique knowledge of global luxury brands, retail trends, fashion and interior design, in 2010 Linton became the groups Group Creative Director, leading the creation and guardianship of the Chalhoub Group's retail equity through the design development of its 'own retail' luxury concepts. Retail concepts such as; Level Shoes, the world's largest and most iconic shoe metropolis of over 9,000m<sup>2</sup>. Level Kids, a three floor luxury children's department store of 10,000m<sup>2</sup>. TRYANO the Middle East's first edited concept department store created in the region of over 20,000m<sup>2</sup>. As well as the retail design and brand repositioning of Tanagra, a six-door luxury retail concept for home decoration and gifts. Katakeet, a 100 sm<sup>2</sup> boutique for luxury childrenswear. And the retail transformation of Woojoh, a 90-door multi-band beauty concept, spanning across 14 countries in the middle east.

For the past five years, Linton has been fully involved in the strategic development of a wide range of brand creative strategies across an assortment of premium luxury categories, providing creative strategies to guarantee the brands long-term success, specifically during a challenging market outlook.

With a passion for lifelong learning, Linton is currently continuing his academic pursuits in working toward a degree in Business Management at Brigham Young University-Idaho. In addition to this, as a devoted member of The Church of Jesus Christ of Latter-day Saints, he is currently serving a church calling as the Stake Communications Director in the region where he lives.

Linton is also a writer, an extensive traveller, a brand design strategist and a retail authority in the brand design scene which he has devoted the past 20 years to.