

# FRANCES CARD



## PROFILE

Frances is a fashion business expert and runs the highly successful FCC - Frances Card Consultancy. Frances has an extensive knowledge of the Fashion industry spanning over two and a half decades. Among many high profile clients she has recently worked as strategy consultant and COO at Matches Fashion [www.matchesfashion.com](http://www.matchesfashion.com); with the Bauer Media Group creating, launching and building the designer portfolio for the luxury off – price ecommerce site [www.cocosa.com](http://www.cocosa.com) ; advising and sitting as non-executive director on the e-commerce site [www.mywardrobe.com](http://www.mywardrobe.com) as well as working with several other fashion/retail businesses. Frances is often asked to speak at, and host, fashion events and is a founding member of The Industry [www.theindustrylondon.com](http://www.theindustrylondon.com) and Vice Chair of The Sorority [www.thesorority.org](http://www.thesorority.org) the global networking forum for women.

Prior to launching her consultancy, as part of the Liberty Directorate, Frances re-launched the iconic Liberty of London brand [www.liberty.co.uk](http://www.liberty.co.uk) internationally and developed the business through both wholesale and retail partnerships.

Frances began her career in Buying at Dickens and Jones in Regent Street and then moved to the States where she joined a US based luxury label independent. Returning to the UK

Frances held senior positions and directorates in retailers House of Fraser and Bentalls before channelling her buying and retailing skills into developing several labels, British and international, at both Director and MD level including IC Companys [www.iccompanys.com](http://www.iccompanys.com) and SAND [www.sand-europe.com](http://www.sand-europe.com).

### CONSULTANCY CLIENTS:

- Harvey Nichols [www.harveynichols.com](http://www.harveynichols.com)
- Matches Fashion as Commercial Director and Consultant COO [www.matchesfashion.com](http://www.matchesfashion.com)
- Non Executive Director and Consultant at [mywardrobe.com](http://mywardrobe.com) [www.mywardrobe.com](http://www.mywardrobe.com)
- Consultant and founding member of Fits me [www.fits.me](http://www.fits.me)
- Consultant Brand and Buying Director of [www.cocosa.com](http://www.cocosa.com)
- Victoria & Albert Museum enterprises [www.vam.ac.uk](http://www.vam.ac.uk)
- Hastens [www.hastens.com](http://www.hastens.com)
- Breast Cancer Campaign [www.breastcancercampaign.org](http://www.breastcancercampaign.org)