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# MARY PORTAS

▪ Branding and Retail Expert

LONDON  
SPEAKER  
BUREAU

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Retail marketing guru Mary Portas is one of the UK's leading authorities on retail and brand communication. As Founder of London's most respected retail branding and communications agency, Portas Agency, which explores the future of shopping and living, Mary is recognised throughout the trade as the "Queen of Shops" and has turned round the fortunes of some of the biggest names in retail across the globe.

Under Mary's guidance, her agency has created category challenging campaigns for a wide range of brands on the high street including Clarks, Louis Vuitton, Oasis, Swarovski, Dunhill, Boden, Thomas Pink, Miss Selfridge, and Patek Philippe. Her agency also looks at trends in consumer behaviour, helping companies map their future.

Mary has starred in several series of her popular BBC television series Mary Queen of Shops, which saw her turnaround many struggling small retail businesses. Mary also appeared on Channel 4's Secret Shopper, where she went undercover in some of the nation's biggest retailers to expose poor customer service.

A determined, passionate advocate for British retail, Mary is at the forefront of making the nation better consumers and the country's shops better businesses. Mary's high profile government review into struggling British high streets led to the creation of pilot regeneration projects around the UK, a new focus on what town centres are for, and their place in social and business life.

Mary is also the author of books including How to Shop with Mary Queen of Shops, Windows: The Art of Retail Display and her memoir Shop Girl. Mary has founded two retail consultancies working with both luxury and high street brands, and has launched her own fashion and footwear brands. Mary also founded the charity shop Mary's Living and Giving, which went on to open 25 stores and raise millions for Save The Children.

Mary highlights the changes in consumer behaviour as a result of the economy, the digital revolution and efforts to protect the environment to corporate audiences. With critical insight, Mary explains how different retail sectors are responding, and how brands of all shapes and sizes can best stand out. Mary shares the mistakes retailers make, and how to fix them.

In demand as a keynote speaker on fashion, consumerism and shopping behaviour, Mary is a brilliant addition to corporate events.

## Topics

- Branding
- Innovation
- Innovators
- Marketing