

Sarah
GARCIA DELPORTE

LUXE

LIFESTYLE

OUTDOOR

MARKETING | BRANDING | RETAIL



About me

I build experiences that leave a lasting impression.
Experiences that stir emotions.
And that drive business performance.

For over 20 years, I have been working with demanding international brands such as Vertu, TAG Heuer, and Canada Goose.

My focus: experiential journeys.
From go-to-market to boutiques, from storefronts to campaigns.
I transform ambitious brand visions into measurable results.
By combining clear strategy, strong creativity, and operational excellence.

I strongly believe decisions are never purely rational.
Emotions make the difference.

That's where I come in.
To get teams on board.
To align creation and strategy.
And to generate a lasting business impact.



Commissioning and roll out in stores of exclusive artistic works and performances.

ART PROGRAM



Creative concept, global production, and deployment of product launch window displays and pop-ups in 60 stores.

WINDOW DESIGN - POP UP



Artistic direction, agency briefings,
and talent coordination for Canada
Goose product campaigns.

CONTENT CREATION



Product Launch, conferences,
exclusive diners.

EVENT MANAGEMENT



Traveling exhibition in Toronto, London, Paris, and Shanghai for the launch of the Canada Goose rainwear collection.

BRAND ACTIVATION



Creating leverage and community engagement through lifestyle partners (Riva, Bentley, Falcon, etc.)

STRATEGIC PARTNERSHIP



Definition and management of full funnel launch strategies in France and EMEA...

GO-TO-MARKET X IMC

Contact

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GLOBAL BRAND & MARKETING

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