

OUR TEAM

The principals of the company have over 20 years of experience in sales, marketing, public relations, finance, training and retail operations. As EMEA is a diverse marketplace with different languages, the consultants are fluent in English, German, Arabic and Russian.

Mr Ralf Kern

A seasoned management executive with a solid track record, strategic insight in doing business in Europe, Middle East, Africa and India and extensive experience in business development and sales management in the luxury retail industry, Ralf is the driving force behind the consultancy.

Prior to founding Premium Retail Partners, Ralf was the Managing Partner of Wital GmbH, Bad Homburg v.d.H., a distributor of Vertu, TAG Heuer, Christian Dior and Versace Mobile phones in Germany, Austria and the CIS Markets. Before this role Ralf was Commercial Director in Vertu (Nokia) for over 8 years Responsible for the brand launch, market entry and sales distribution development in the EMEA region. Vertu is the established market leader in the luxury mobile phone sector with 50 prime branded store locations, 10 in Western Europe, 18 in East-Europe and 22 in the Middle East. He successfully engaged and negotiated partnerships with established luxury retailers and distributors for Vertu when Vertu was in its branding infancy. Through providing the necessary education and support to potential partners and dealers long-term and profitable relationships were established.

Ralf also held other management positions at Egana Goldpfeil AG, Germany and Mandarina Duck, well known accessory businesses which have given him the strong retail and wholesale business acumen he now possesses as well as an in-depth knowledge in EMEA.

Mr Giles Rees

Giles was recruited by Nokia for the Vertu business due to his luxury goods sales and marketing experience. He brought to the company an extensive network within the industry, combined with a respected reputation among luxury good retailers and related distribution expertise, having spent nearly 20 years in the luxury industry.

As a member of the original management team and as Vice President for Europe, Giles was responsible for the launch and development of the distribution, before being appointed Global Sales Director in March 2003.

Prior to his joining Vertu in 2000, Giles had worked for Jaguar Cars directing the licensing programme and had built his reputation in luxury goods through his 10 years experience in the Richemont and Swatch Groups.

At the Swatch Group, he managed the premium brands Omega and RADO watches, before becoming UK Managing Director.

Preceding that, Giles was at Alfred Dunhill between 1990 and 1995, initially as UK Sales Manager and latterly as Marketing Manager Menswear.

Giles' luxury sector expertise and contribution is widely recognised by retailers and other brands alike, as instrumental in creating a market-leading infrastructure for Vertu, comprising a world class team.