

## KINVARA BALFOUR



### **One of Europe's Leading Style Experts Consultant of Cool**

Lady Kinvara Balfour understands the worlds of tech and popular culture. She advises companies big and small (Jimmy Choo, Richemont, Smythson, UBS, Evian, Coutts to name a few) on what is cool out there in the zeitgeist. Kinvara understands the worlds of tech, fashion and popular culture and the psychology that drives them.

Having won the Lloyd's Fashion Challenge, a national competition in fashion design as judged by Vivienne Westwood, at the age of 16, Balfour started her career working for Westwood, and Tomasz Starzewski. Roles at Condé Nast and Telegraph Magazine, where she was Style Editor, followed. In 2004, Kinvara was appointed London Editor at DailyCandy.com; she launched the brand to mass acclaim (the US web phenomenon was acquired by Comcast in 2008).

In 2012 Kinvara Balfour launched a digital blog platform for Time Out; its first foray into digital form. In 2014, she was appointed founding partner of tech startup StyleCard. In 2016 Balfour was Digital Consultant for Vanity Fair UK, directing the publication's digital content. In 2016, she acted as Senior Advisor to Silicon Valley start-up SWNG, joining a team headed up by co-founders Tommy Stadlen and Fred Blackford, and chairman, Twitter co-founder Biz Stone. SWNG was acquired by Microsoft in 2017.

As of 2014, Kinvara Balfour hosts Fashion in Conversation for Apple Inc., a series of interviews with global icons at the Apple store which is available to an audience of over 900 million on iTunes. In 2014, she was one of the few women invited to speak at President Obama's Global Entrepreneurship Summit. Balfour is the creator of THE VISIONARIES, a series of mini-films shot on iPhone, filmed and directed by herself, which feature the thought leaders of the world. In 2018, Kinvara joined 'McQueen' – the feature documentary film about the late British designer Alexander McQueen - as Executive Producer. Co-directed by Ian Bonhôte and Peter Ettedgui, the film enjoyed global theatrical release in 2018. It went on to receive two BAFTA nominations (Best Documentary, Outstanding British Film of the Year) and a host of other awards.

As a public speaker and 'consultant of cool', Kinvara speaks at events around the world for global brands and corporations including Procter & Gamble (for whom she compiles an International Trend Report), Richemont, MARKA, UBS, Access Bank and Jimmy Choo. Kinvara has lectured at London's Victoria & Albert Museum. In 2014, she was one of a few young women invited to speak at President Obama's Global Entrepreneurship Summit. She has acted as a mentor to YNG+, the next-gen members of YPO.

#### **Topics (Selection):**

- Fashion and Consumer Trends
- Online Retailing
- Culture and Style
- Entrepreneurship