

YFS MAGAZINE

YOUNG, FABULOUS & SELF-EMPLOYED

10 Questions with Luxury Market Branding Founder, Lauren Maillian Bias



Luxury Market Branding is a New York-based strategic marketing and branding consultancy that serves the food, wine, travel, hospitality, and consumer products industries.

Founder: Lauren Maillian Bias

Company: [Luxury Market Branding](#)

Location: New York, NY

1. I came up with the concept of Luxury Market Branding:

After having spent 8 years building an award-winning and internationally recognized wine brand, I felt that I had outgrown the business, but knew that I wanted to incorporate parts of that experience into my next venture.

I realized that I had built a successful company and that there was value in my entrepreneurial skill-set, diverse networks, global experiences, and my philanthropic values. Thus I decided to create a business that allowed me to intersect these complementing areas. I wanted to have fun working and do something that I loved to do.

Ultimately, a dear colleague pushed me to assist their company with marketing, branding and strategy, and the rest is history.

LAUREN MAILLIAN

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2. Ambition:

To show my children that the world holds enormous opportunity and to help them navigate the pursuit of their passion.

3. One day I hope to:

Create an endowed scholarship fund for minorities to study abroad. The intrinsic value of cultural immersion is priceless; it fosters unique perspectives and diverse communication skills — assets of many successful leaders.

4. Current obsession:

I'm on a quest to discover efficient ways to decompress and I'm currently obsessed with vinyasa and ashtunga yoga, Ahava products, and Diptyque's Tubereuse candles.

5. Favorite business tool:

Action Method to manage projects and Skype to connect with clients (virtually) in-person and share documents in real time.

6. Favorite book(s):

Outliers: The Story of Success