



STATE OF BRAND

BUSINESS EXPANSION ARCHITECTS

LUXURY ● LIFESTYLE ● LEGACY

We craft solutions that drive growth and impact





WHO WE ARE

STATE OF BRAND
BUSINESS EXPANSION ARCHITECTS

A collective of seasoned brand growth and expansion experts,
with extensive international and C-level experience in Luxury, Lifestyle, and Legacy



Our Vision.

To be the leading force behind transforming brands into global powerhouses, driving growth and excellence through strategic insight and operational expertise.



Our Mission.

To empower brands to realize their full potential by crafting personalized strategies that accelerate growth, adapt to change, and ensure sustainable success.



Our Values.

Innovation and Excellence - Integrity and Responsibility -
Collaboration and Leadership - Agility and Resilience.





LEADING THE BOUTIQUE

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Boris Janicek founded STATE OF BRAND over 10 years ago.

A multicultural and multilingual* professional who brings nearly 30 years of international experience leading luxury and consumer goods brands.



An expert in brand portfolio strategy, he has held senior management positions both at the subsidiary level and within global and regional teams at **L'Oréal**, **Clinique**, **Estée Lauder**, and **Sabon**.



A champion of French craftsmanship ["savoir-faire à la française"], Boris also served as CEO of **Maison Ladurée**, before managing the wine portfolio for the **LVMH group** [France, New Zealand, Australia, China, USA, Argentina, and Spain].



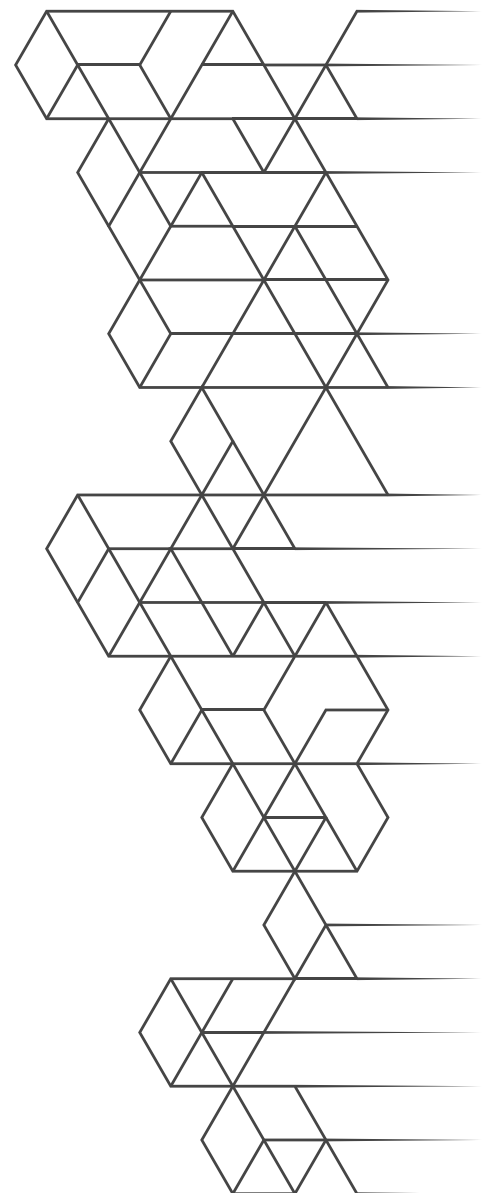
Deeply committed to the non-profit sector, he chaired **Club 21e Siècle**, a leading organization in France promoting diversity and equal opportunities. He has also taught Brands International Management at **Sciences Po Paris**, **EDHEC Business School**, and currently at **Tel Aviv University**.





CUSTOMIZED SOLUTIONS

Our GRITS framework embodies the grit and determination needed to drive brand resilience, strategic growth, and long-term success:



- G**rowth Strategy
Designing long-term plans that fuel impact
- R**eputation Management
Building brands that lead and inspire trust
- I**nternational Expansion
Unlocking growth via targeted global reach
- T**eam Alignment
Empowering teams to boost performance
- S**ustainability Integration
Turning purpose into tangible results

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A GLIMPSE OF OUR ACHIEVEMENTS

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L'ORÉAL

Eastern Europe & Central Asia Expansion

Developed the Professional brands and organizations, accelerating growth in Russia through the full division portfolio [L'Oréal Professionnel, Kérastase, Matrix, and Redken], building the Ukraine affiliate from the ground up, and acquiring distribution agents.



LADURÉE

Brand Diversification & Market Expansion

Revamped the business model, expanded internationally, and enhanced brand desirability. Launched in new markets, optimized production costs, and doubled exclusive collaborations with renowned chefs and celebrated artists worldwide.



CLINIQUE

Middle-East and India Local Relevancy

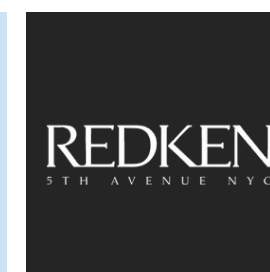
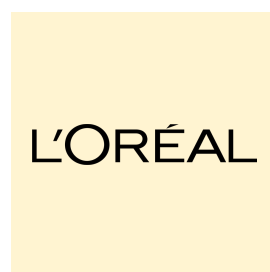
Adjusted brand commercial messages and marketing campaigns to align with customer and market specifications, including consumer insights, product development, content creation, pricing strategies, store development, and visual merchandising [VM].



LVMH

Customer-Centric & Portfolio Optimization

Optimized wine estates production sites, enhanced development of hospitality centers, and strategically acquired two wineries for LVMH. Focused on elevating customer experience and strengthening the brand's portfolio.





WHAT THEY SAY ABOUT US

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OMAR HAJERI

President, L'Oréal Professional Division - L'Oréal Group ExCom member

"Insightful, creative, energetic and talented. It has been a real source of inspiration for me."



CINDY LAU

President, Moët Hennessy China and North Asia [LVMH Group]

"A clear vision, working closely with teams and stakeholders to develop actionable strategies."



BART SAYER

SVP General Manager, Clinique International [The Estée Lauder Companies]

"A wealth of experience working across many markets and cultures."



LAËTITIA HÉLOUET

President, French National Observatory of Urban Policy

"Equally adept at defining strategy and executing it operationally."



CONTACT US

Let's work together
to grow, innovate, and transform your brand.



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