

RATTANACHAI
ELLE

Editorial Project Manager,
PR / Marketing Communication
& Artist Management

CHAIPORNSANTIKUL

CAREER BACKGROUND

Graduated from University of Technology Krungthep, where I completed a bachelor's degree in Faculty of Liberal Arts, I have been working in a field of editorial, public relations, artist relations, KOL-influencer marketing, and integrated marketing communication across various industries along with prominent companies including BurdaLuxury, GMM Grammy, Siam Discovery, and affordable luxury goods empire PAT Luxury Group.

With an all-round experience from media, retails, fashion and entertainment businesses, I am able to develop a variety of projects proficiently in a range of editorial and lifestyle commercials for both offline and online covering music, fashion, beauty, people, dining, art & culture.



PRESTIGE

EDITORIAL PROJECT MANAGER

BIO

WORK

CONTACT



**LUXURY
FASHION
PHOTOSHOOT**

for the various of cover issue with top tier clients across the section of high-jewellery, watches & apparel.



NOTABLE PROJECT & ACHIEVEMENT:

COVER ISSUES

BVLGARI, OMEGA, Cartier, Breguet, Patek Philippe, Vanclief & Arpels, Tiffany & Co, Fendi, Mercedes-Benz, Ferrari and etc.



NOTABLE PROJECT & ACHIEVEMENT:

PEOPLE & SOCIETY ISSUES

Prestige's 300 High Flyers List 2019 Edition with the cover features Wipa, Pailin & Ploychompu Umphuj, the third generation heiresses of The Mall Group. Sponsored by Mikimoto. >>



NOTABLE PROJECT & ACHIEVEMENT:

EVENTS:

Disco, Blisters, & a Comedown. Celebrating with glitz and glam in a theme of Studio54 at The Magnolia Ballroom of Waldorf Astoria Bangkok to award the distinguished and talented people across different of categories who are genuinely driving Thailand's society with dynamic movements. >>



PRESTIGE
TASTEMAKERS BALL
2018



NOTABLE PROJECT & ACHIEVEMENT:

EVENTS:

The prestigious spin-off event for launching Prestige's 300 High Flyers 2019 Edition in a theme of urban-chinoiserie at Rosewood Bangkok.

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KARL
KARL LAGERFELD

MARC JACOBS


kate spade
NEW YORK

PR SPECIALIST

DF
DIANE von FURSTENBERG

EMILIO PUCCI



SPARKS OF JOY FROM THE HOLIDAY 2021 COLLECTION

To celebrate the holiday season across the festive of red in 2022 CNY & Valentine's season. I chose to work with one of Thailand's most popular beauty pageants, MUT2020 & Top 10 MU2020: Amanda Obdam, featuring with social media & TV stars for representing the brand's collection.





WHEN IT COMES TO THE BLOOMING SEASON: SPRING/SUMMER 2022

For the biggest highlight collection of kate spade New York Spring/Summer 2022, I worked with the beautiful talented actress, Grace Kanklao to represent the colourful & lively of blooming collection.





INTERNATIONAL WOMEN'S DAY 2022

The tribute to kate spade (founder & designer of kate spade New York) by making an impact on mental health issue, I chose to work with 3 female influencers including *Amanda Obdam (MUT2020)*, *Katreeya English (Singer, Actress & TV Stars)* and *Dujdao Vadhanapakorn (Performance artist, Empathic Communication Specialist & Dance movement psychotherapist)*, who had an experience relate to mental health issue. Each of them also shared about a woman who inspired them to be the best version of themselves in an honour of International Women's Day.



EMILIO PUCCI

UP IN THE AIR

Inspired from the journey experience through the air with glamour energy-infused speed of jet setting. The first drop preview event of 2022 Resort collection from Emilio Pucci launched at the Emporium store, I worked with one of the most sensational Thailand's TV stars, Matt Peranee. Featuring with the prominent Bangkok it-girl celebrities, Aimsiga "Jinny" Chotivichit and Khoravipha Jotikasathira.



EMILIO PUCCI

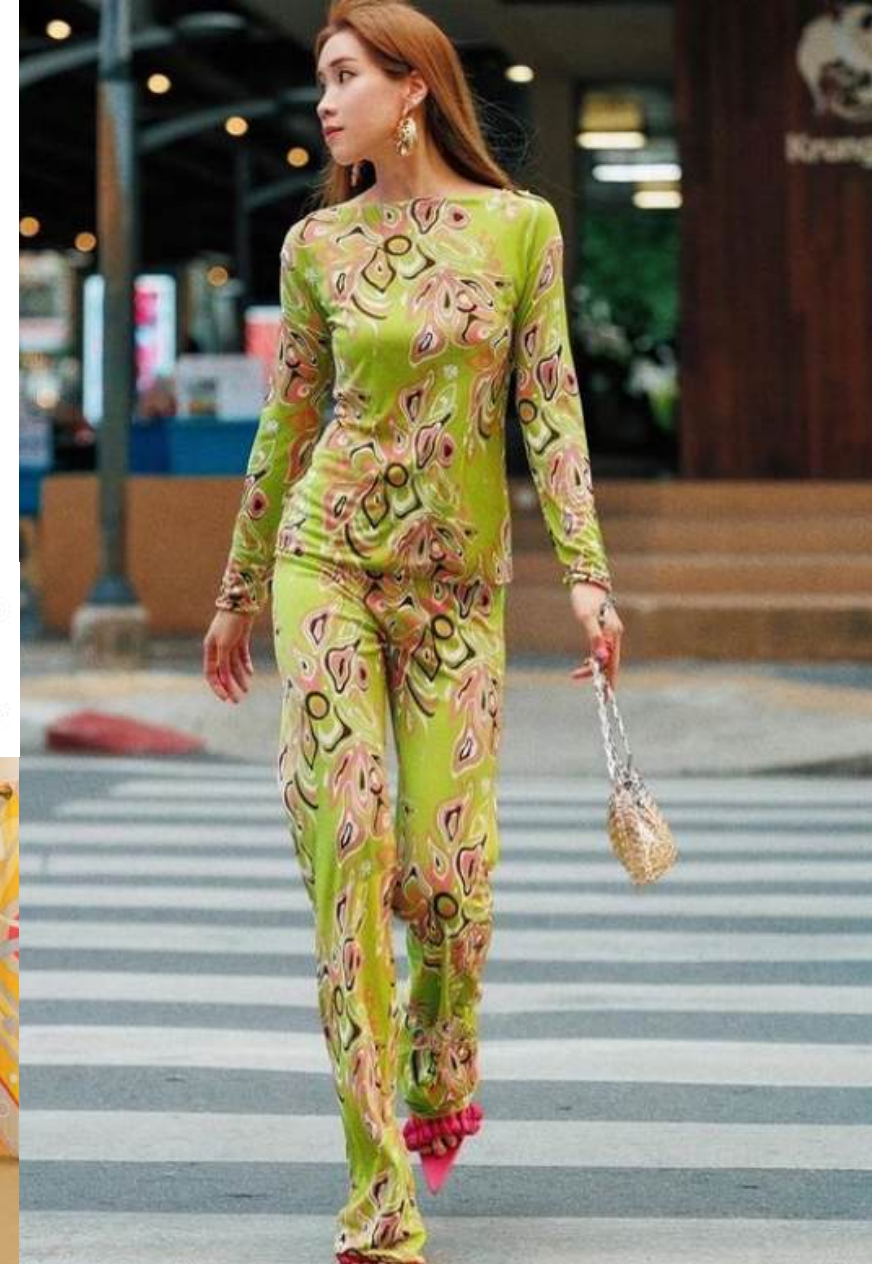
A RUMBLE OF PRE-SPRING

Seeding collaborations with it-girl of Bangkok's high-society to represent a sensual of luxe in pre-spring from Emilio Pucci's Resort 2022 collection, featuring Pitcha "Maye" Thanalongkorn of Sabina's lingerie empire, Mimi Nakornthap of Provence Khaoyai, Belle Natsima, Ployvarin Songpakorn, Jongjin Junsura of Matara's Studio and Kornkanok Yongsakul.



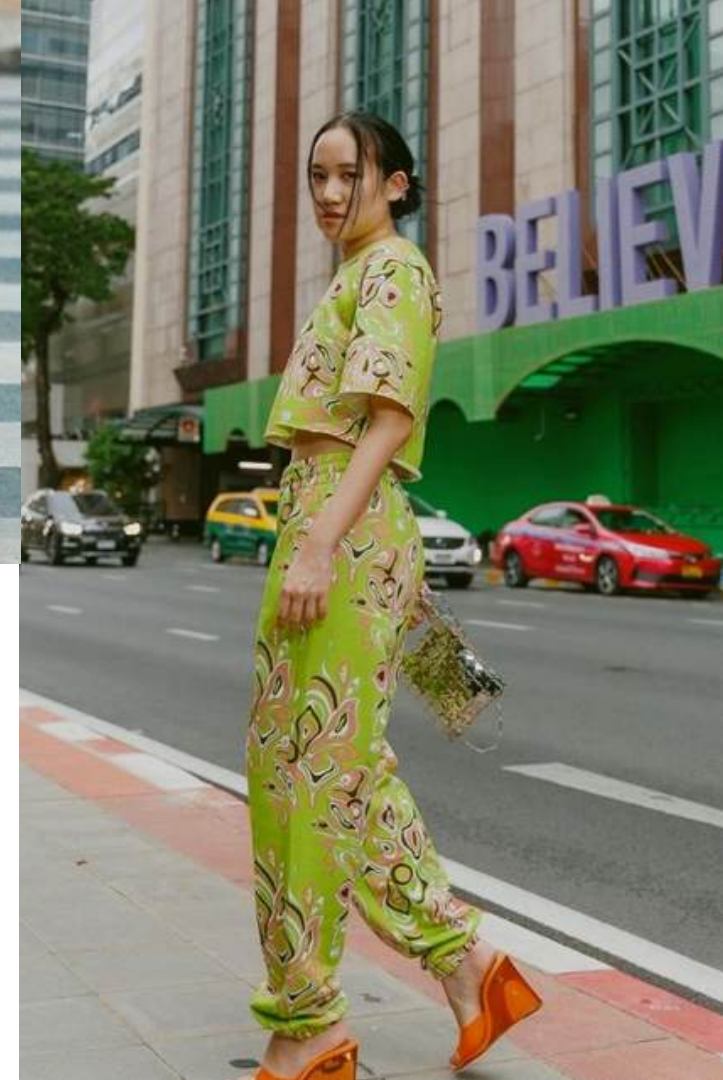


EMILIO PUCCI



EASE ON THE SHORE

In bringing of the beach inspiration with that same ease and the same energetic sensuality, as well as the curiosity for the world wide out there for Spring/Summer 2022 collection from Emilio Pucci which launched as an exclusive private store visit with KOLs at Central Chidlom. I selected to work with Bangkok's it-girl celebrities who can represent the collection on their own iconic sense of style! including the sisters from Baiyoke Empire, Bum Jarujit & Book Pimlert Baiyoke, along with the one and only, Jinny Aimsiga Chotivichit. Featuring an actress who makes a rumble on primetime TV Chanel3, Mint Chalida, as a main highlight of the collection.





MARC JACOBS: THE POSCA CUSTOMIZATION PIECES PREVIEW

A press session and KOLs visit; a customization activation at Marc Jacobs, CentralWorld flagship store. which aims to mark the official reception for the media to view The Marc Jacobs new arrival and a customization activation.

During this in-store session, Marc Jacobs showcases the traveler tote and snapshot to press and KOLs in order to help the brand achieving this following:

1. to develop and maintain strong relationship with press
2. to increase brand exposure by inviting press and KOLs to join the event
3. to create social media buzz and exposure through social media platform to drive more traffic to stores
4. to create unique shopping experience during the shopping season
5. to achieve sales



YOU ARE INVITED

TO PREVIEW THE POSCA CUSTOMIZATION PIECES

FRIDAY, DECEMBER 17
3:00 PM - 5:00 PM

1ST FLOOR, ATRIUM ZONE
CENTRALWORLD

RSVP
RATTANACHAI@PATLUXURYGROUP.COM

@marcjacobs @patluxurygroup.official



MARC JACOBS

CHIC OF THE NEW ERA

To create an impact seeding marketing with the new wave of aesthetic and exotic KOLs for The Marc Jacobs's essential bag collection, I selected to work with new generation influencers and dominant fashion icons including, Ploi Horwang, Proud Oranicha, Fluk Karon, Prem Warut, the virtual influencer Katii and etc.



BOYS OVER THE MONOGRAM

<< At the first launch of the new maison K/Monogram collection of Karl Lagerfeld in Bangkok at CentralWorld, I worked alongside two hottest boys from F4 Thailand's edition, Dew Jirawat & Nani Hirunkit, which is the first ever of them to be associate with the affordable-luxury brand.



IKONIK LADIES

Herewith the stunning fashion icons with the essential from K/Ikonik & K/Kushion folded tote collection. In featuring of Thailand's top tier fashion editors Duang Poshyanonda, Soraya Vattanajiamwong and Ganda Saitum, with a sassy model Blossom Chananchida from The Face Thailand, they are all selected by me to represent the collection. >>





DVF

DIANE von FURSTENBERG

WOMEN IN CHARGE

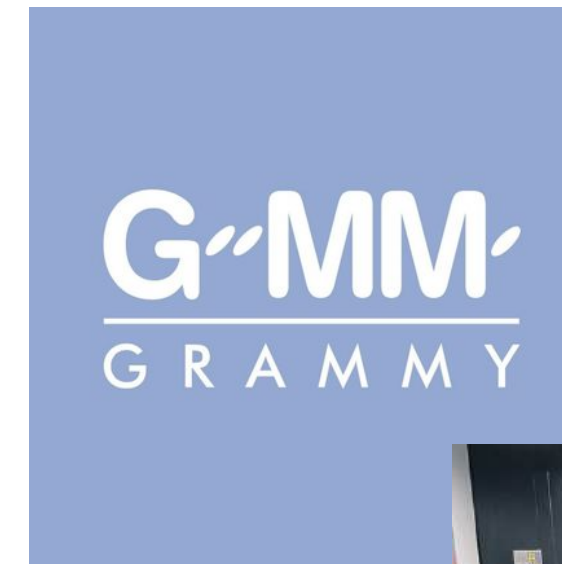
Creating a new dynamic for the timeless women's essential brand, Diane von Furstenberg (DVF), I selected to collaborate with top tier women in Thailand's entertainment industry to embrace an impact of brand image by seeding marketing. In featuring with a young charismatic actress of all time, Mew Nittha along with a risen teen TV stars, Baifern Pimchanok, Mook Worranit and a popular LGBTQ+ icon, Jennie Panhun, and also Thailand's sweetheart beauty pageants, Amanda Obdam (MUT2020), Anchilee Scott-Kemmis (MUT2021).





<< PANG PATTANAN

ARTIST MANAGEMENT



TIPPSY >>



ARTIST MANAGEMENT



MAIAKE KANDIS



THUN THUNYATORN



WHAT THE FRUNKK!
(FRUNK NARIKUN)



ARTIST MANAGEMENT



BIO

WORK

CONTACT

GET IN TOUCH

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