

FILTR hires Hamel for key Dublin-based role

Newly-formed integrated retail marketing and design agency, FILTR has appointed ex-Luxottica executive, Charlotte Hamel, as Strategy & Consulting Director, based in Dublin, Ireland.



Hamel will lead FILTR's retail consultancy side, offers services from space planning and brand audits through to commercial and marketing strategies and category management programmes.

Hamel has over 13 years of experience in duty free and travel retail and FMCG, with a number of luxury sector strategic and marketing projects under her belt. She started her career at L'Oréal at brands Garnier and Maybelline, before moving to Luxottica, where she spent two years as Travel Retail Marketing Director.

In that role, Hamel was responsible for developing Luxottica's sunglasses category management strategy, which FILTR says "was a key factor behind the rapid rise of the category in travel retail". She then became Global Brand Director for Luxottica's Coach and Tory Burch licenses. In recent years, Hamel has worked in consultancy roles for several brands.

Commenting on her new role, Hamel says: "We see great opportunities for brand owners, retailers and airports to proactively drive growth by doing things differently and better, irrespective of the macro-economic climate."

FILTR Co-Founder and Managing Director, Alex Cook, adds: "Bringing Charlotte on board adds a wealth of strategic knowledge and experience to our leadership team. She has an impressive track-record of delivering growth and innovation in travel retail, with particularly strong expertise in the luxury sector."