

Rafael Jiménez

Rafael is an specialist in the area of building business competitiveness through the development of new technologies. He is a specialist of online retail ventures in the luxury market and is involved with many companies internationally, developing applications through state of the art new technology such as rapid prototyping, 3D scanning and new software.

Born in Venezuela, he obtained a master in Political Science with a special interest in public image and communication. His affinity to fashion grew parallel to his quest for an alternative approach to the industry. Having moved to Paris he did an MBA in Fashion Marketing at I.F.M. “Institut Français de La Mode” and started to work for his favourite brand, Comme des Garçons, where he occupied different roles in sales and marketing during 8 years, leading to the birth of the Guerilla Stores. These stores would open for one year in unusual locations and be run by partners with no previous experience in retail. This concept rose in response to the slick, “marbled-floor” environment habitually used in fashion.

Rafael then moved on to a personal project, Plan 8 Ltd, who does creative marketing and communication strategies for fashion designers and brands with an anchor in innovation using design and new technologies while exploring atypical business models. Plan8 operates between Paris and London and counts with a network of affiliated specialists in Europe, Asia and Japan.

Rafael, through Plan8, has conceived and executed collaborations with a number of fashion designers and projects such as Revillon, Cerruti, YOOX.com, COUTURELAB.com, IQONS.com, Marios Schwab, the Centre for Fashion Entreprise, White Milan, Bernhard Willhelm, Bodymetrics, Richard Nicoll, Eley Kishimoto among others.

Rafael is also a strategic consultant for International organizations and a number of brands interested in positioning their products in the market in an innovative manner. Rafael has carried the development of New Media for London Fashion Week, the institution in charge of the promotion of London Designers worldwide under the umbrella of the British Fashion Council.

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