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# Creative Director of Mode Design Group Selected as Luxury Woman to Watch in 2015



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NEW YORK, Jan. 5, 2015 /PRNewswire-iReach/ -- Mode Design Group, a luxury branding and design firm in New York City, is excited to announce that Creative Director, Gabrielle Rein, has been selected as one of Luxury Daily's 25 Luxury Women to Watch in 2015. The publication released the list of top female executives in time for the start of the New Year, honoring those who have had an impact on luxury marketing and retail and will continue to make a difference throughout 2015.

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"As with their predecessors in years past, this cut of honorees shares the same qualities: dedication to craft, ambition, leadership potential and educator," stated Luxury Daily's Editor in Chief, Mickey Alam Khan.

This year's list includes executives from such companies as Bentley Motors, Net-A-Porter, Four Seasons, Bang & Olufsen, Baume & Mercier, Swarovski, Christie's, Guerlain and Jaguar Land Rover North America. The complete list can be viewed on [Luxury Daily's website \(http://www.luxurydaily.com/luxury-women-to-watch-2015-2/\)](http://www.luxurydaily.com/luxury-women-to-watch-2015-2/), and includes a brief Q&A with each honoree, solidifying their selection as a role-model in luxury marketing.

Gabrielle Rein, 30, designed esteemed work for Donna Karan and Raison Pure before co-founding Mode Design Group in 2008. As Creative Director for Mode Design Group and sister-company, Society Awards, Rein has worked with brands including Moet Hennessy, John Varvatos, David Yurman, Milly, Patron and Marc Jacobs, among others. Her velvet-flocked SKYY vodka bottle was an industry first and her work has been seen in Fashion Week, Super Bowl Commercials and museums.

"Luxury is what dreams are made of and therefore my job is a dream!" said Rein in her Q&A to Luxury Daily.

And in response to what it will take to attract more women to luxury marketing and retail: "How hard can it be to get more women interested in beautiful and expensive things? When it comes to the business of luxury marketing, maybe it's a matter of how we're speaking to women. Women want to be empowered, seduced, and respected by the brand. Christian Louboutin has been wildly successful at giving women what they desire."

Rein holds an MFA in Communication and Packaging Design from the New York Fashion Institute of Technology. She lives in New York City and can be contacted via email at [Gabrielle@modedesigngroup.com \(mailto:Gabrielle@modedesigngroup.com\)](mailto:Gabrielle@modedesigngroup.com).

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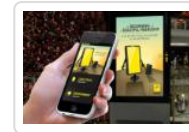
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