

LUXURY MARKETING · PR STRATEGY · EVENTS

Toni Abou Ghazale

Luxury events, PR strategy, and brand storytelling.

PARIS, FRANCE

ABOUT

Luxury, Strategy & Storytelling

I spent over a decade building The Agenda Agency into MENA's most trusted luxury PR and events firm — working with Chanel, Rolex, Armani, and the region's most demanding brands. My foundation is rooted in Paris, where I studied the language of luxury marketing at Istituto Marangoni; my craft was honed in Beirut, where I learned that true elegance lives in the details and the discipline.

Today, I'm returning to Paris because the greatest brands deserve strategies as refined as their products. I build campaigns that don't chase attention — they command it. Trilingual in Arabic, French, and English, I bring a rare ability to bridge the world's most dynamic luxury markets.

13+

YEARS IN LUXURY

27+

LUXURY BRANDS SERVED

4

INTERNATIONAL MARKETS

3

LANGUAGES FLUENT



PHILOSOPHY



Luxury marketing isn't about visibility; it's about desirability. I believe in creating moments so precise, so intentional, that they feel inevitable rather than produced. Every event, every story, every activation should whisper excellence — never shout.

CORE EXPERTISE

What I Do

Luxury Events

I design experiences that become part of a brand's narrative — from intimate press previews to international product launches that set industry benchmarks.

PR & Media Strategy

I position brands in the minds of journalists, influencers, and cultural gatekeepers through relationships built on respect and credibility, not volume.

Brand Storytelling

I translate products into desire by finding the emotional truth beneath every collection, campaign, and collaboration.

Influencer & VIP Relations

I cultivate partnerships with tastemakers and decision-makers who amplify a brand's voice where it matters most.

International Market Activation

I understand how luxury moves differently across borders — from Beirut to London to Paris — and design strategies that respect local culture while amplifying global vision.

CAREER

The Journey

2013 — Present

● Founder & General Manager

THE AGENDA INTERNATIONAL

Built MENA's go-to luxury PR and events agency from the ground up. Conceived, planned, and executed high-profile campaigns and events for over 27 luxury and premium brands across Beirut, Dubai, Egypt, London, and Kuwait. Full-scope: PR strategy, media relations, influencer partnerships, event design, social media management, and digital activations.

2019 — 2020

● TV Presenter

AL AAN TV · DUBAI

On-air presenter for a leading pan-Arab television network, bringing luxury and lifestyle expertise to a regional audience. Strengthened public presence and media fluency across the Gulf region.

2010 — 2011

● Logistics Coordinator & Visual Merchandiser

CHANEL · FLAGSHIP STORE, BEIRUT

First professional chapter at the house of Chanel. Managed flagship store logistics and visual merchandising, gaining an intimate understanding of how the world's most iconic luxury brand operates at the retail level.

BRANDS I'VE WORKED WITH

Clients

A decade of partnerships with the world's most exacting luxury and premium houses.

	EMPORIO  ARMANI	GIORGIO ARMANI	CHANEL	FERRAGAMO	SWAROVSKI
LANCÔME PARIS	L'ORÉAL	KIKO MILANO	BOGGI M I L A N O	Massimo Dutti	Eden  Park P A R I S
R E N É FURTERER PARIS	LA ROCHE  POSAY LABORATOIRE DERMATOLOGIQUE	 GARNIER	MAYBELLINE NEW YORK	BIODERMA LABORATOIRE DERMATOLOGIQUE	SVR LABORATOIRE DERMATOLOGIQUE
GALÉNIC PARIS	Avène	● sunglass hut	♫ STRADIVARIUS	BERSHKA	OYSHO
 CONVERSE	 DECATHLON	trendyol	SAXO BE INVESTED		

PORTFOLIO

Selected Work

SWAROVSKI

“Remix” Collection Launch

Iris Rooftop · Beirut

Orchestrated a landmark launch that positioned the new collection as haute joaillerie for a new generation, creating an event so visually precise it became the reference point for crystal launches across the region.

SWAROVSKI

“Discover Your Style” Retail Activation

ABC Mall · Beirut

Built an immersive retail activation that transformed point-of-sale into a destination, driving both immediate sales and long-term brand perception among the region's most influential buyers.

EMPORIO ARMANI

“Because It's You” Fragrance Launch

Beirut

Crafted the regional introduction of a fragrance that required nuanced positioning across diverse markets — balancing sensuality with sophistication, intimacy with scale.

LANCÔME

Press Conference & “Grandiôse Liner” Launch

Le Gray Hotel & ABC Dbayeh · Beirut

Delivered a flawless media introduction resulting in coverage spanning luxury, beauty, and lifestyle publications across the Arab world. Created an activation that elevated a single product into a cultural moment.

RENÉ FURTERER · PIERRE FABRE GROUP

60th Anniversary Celebration

GSPA · Beirut

Honored a storied Parisian heritage house with an event that celebrated six decades of innovation while positioning the brand for the next generation of discerning consumers.

KIKO MILANO

Dual Flagship Store Openings

Le Mall Dbayeh & ABC Achrafieh · Beirut

Managed dual flagship openings that established Kiko as a premium color cosmetics destination, generating momentum and media presence across Beirut's most coveted retail corridors.

EDUCATION

Academic Foundation

2010 · Paris

Fashion Marketing Certificate

Istituto Marangoni — Paris

Intensive program in fashion & luxury marketing

2011 — 2013 · Lebanon

Master's in Media Studies

Notre Dame University (NDU)

Emphasis on Advertising

2005 — 2009 · Lebanon

B.Sc. Business Administration

Université Saint-Esprit de Kaslik (USEK)

Major: Transportation & Logistics

LANGUAGES

Arabic

NATIVE

French

FLUENT

English

FLUENT

OPEN TO OPPORTUNITIES

*Currently based in Paris and actively seeking
new challenges in luxury marketing, PR, and events.*

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