



**BESPOKE
ADVANTAGE®**

BRINGING BEAUTY TO LIFE

JANET MILNER WALKER

BIO



Janet Milner Walker, founder of Bespoke Advantage® (Est.2017) has become a leading authority in the world of beauty, and wellness. Her expertise is built around her ability to support and shine the light on brands that are truly creating products to be talked about. She is an active speaker and reporter, discussing all the various facets of the industry and what she has learnt over the years.

With an MA in Strategic Marketing and a Diploma in Purchasing and Supply Chain Management, and over twenty years' experience in retail buying, product development and marketing, she has worked with contract manufacturers, beauty brands, retailers, travel retailers and distributors in the UK, Dubai, and South Africa. Over the years Janet has held senior roles within renowned organisations including M&S, Body Shop, Harvey Nichols, The De Beers Group, Crabtree & Evelyn, and The Heinemann Group.

When it comes to the business of beauty, Janet is truly an expert, developing and growing brands from an idea to a physical product with her personal and tailored approach. Janet is passionate about helping people to make a positive impact across this industry, with Bespoke Advantage® brand promising to 'bring beauty to life'. Her mission is to empower clients with clarity, creativity, commerciality and deliver results through their consultancy and agency services. There are so many layers to understand – from product design, to packaging, content and getting your brand into retail.

The retail environment has changed significantly with the launch of ecommerce, marketplaces, affiliate marketing and influencers. However, the principles for success remain the same. Great Innovation. Developing products people want and need and making them easy to purchase.