

## SPEAKERS PROFILES

### CHRISTINE

'Christine' is a subterranean salon that, named after its fashion veteran owner, Christine Barro, attracts a diverse, but design-savvy clientele with its carefully edited collection of the world's most covetable fashion fripperies and a quirky assortment of decorative arts.

Think of lolly-hued slubs of 1960's Murano glass fighting for surface space with Swarovski strewn Lanvin stilettos, frilly-edged 1950's Czechoslovakian art-glass competing with Anya Hindmarch's clutch purses, Victorian porcupine quill boxes diverting attention from the plumage of Philip Treacy millinery, shell encrusted mirrors singing the same 'buy me' siren call as baroque pearl drop earrings made by silversmith Adrian Lewis.

### ABOUT CHRISTINE

Purveyor of the finest accessories in the city, Melbourne style icon Christine Barro is the founder of her eponymously named luxury boutique. Tucked away in underground Flinders Lane, the store is a treasure trove of meticulously hand-picked accessories from around the world by Christine herself.

After coming out of art school I trained at David Jones where I learnt to look after women. At 22 I moved to Georges, training under Phil Atkins. Georges was so special at the time and I was fortunate to be mentored under some very talented people. At Georges, I brought in Prada and Fendi to the accessories section, the brands were still family owned businesses and people didn't know who they were. After Georges I decided it was time to open my own boutique and I have had "Christine" for 17 years."

### MISS\_TAMBOURINE

The newish Instagram Miss\_Tambourine is described by creator 'Trace the Ace' as a ...retail lover ...shoe queen... admirer of beauty ...dreamer. A veritable Sartorialist Miss\_Tambourine struts her fashion stuff in a sensory overload of style, fashion knowledge and pizzazz. The Instagram is a gorgeous jumble of very very particular fashion taste based on some Miss\_Tambourine commandments:

- I only follow sites I love, none to increase my follower account
- I won't share an image of anyone smoking!
- I find images by spending hours and hours trawling through the likes of Pinterest, and where possible credit photographers however that information isn't always available
- I only use images I LOVE LOVE, this is a shopping motto I also stick too. Only buy what you absolutely fall in love with and can't imagine leaving the store with out it.
- Man Monday, a bit of fun, a beautiful image of a handsome man never goes astray!

### TRACE AINSWORTH

Trace AKA personality instagrammer Miss\_Tambourine has been the Melbourne Retail Manager for NZ brand Trelise Cooper for 16 years, assists on the big parades in NZ and is heavily involved in the styling of what goes down the catwalk.

She has semi graphic design background- but Trace thinks her break into fashion and styling came about from advising an employer what she should wear most days, however her interest in fashion may have been predestined even earlier- Trace has strong memories of her pre-school teacher's striped suede kitten heels and how well her Grade 3 teacher dressed.

Trace's interest in styling extends outside work- she has been known to help friends shop in their wardrobes, updating their looks and keeping them looking current and interesting.

### COLLECTIVE SOCIAL INTELLIGENCE

Collective Social Intelligence is a management consulting organisation specialising in the interrelationships between people, process and technology to create measurable improvement and change. A question often asked is what does the future hold? Of itself the question is unanswerable however immense opportunities to create better futures lie in prediction and learning how becoming agents of change will enable innovation to be harnessed.

### PROF. JEFF JONES

If creativity sits at the heart of innovation, then Professor Jeff Jones undoubtedly sits as the brain. As one of the worlds preeminent experts in interaction design Jeff currently leads a team of talented international professionals from Government, Universities and Private Sector as they establish global benchmarks in design, engineering disciplines, R&D and collaboration strategies to support innovation, collaboration and science and technology.

As the creator and Project Director of QUT's Science and Engineering Centre he led the design and implementation of the new, global, multi-award winning state of the art "Cube" visualisation facility, which enjoys 70,000 visitors each week. Professor Jones has been awarded an Australian Endeavor of Excellence Award China. As the founding CEO of the R&D Company, ACID, he established world-class, award winning R&D and commercialisation initiatives across many international universities and has managed innovation resulting in spin-



Christine Barro



Trace Ainsworth



Prof. Jeff Jones

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### Profile Prof. Jeff Jones, continued

off companies from industry-university collaboration.

Jeff's reputation for excellence in innovation and his extensive expertise in managing enterprise launched him into the corporate world where he is currently the Principal Advisor to Australian Governments on projects such as the 2014 G20, the Commonwealth Games 2018 the Australian R&D Tax incentive.

Professor Jones is the CEO of Collaboration Hub Pty Ltd, a global consulting organisation with offices in 20 cities around the world. He is currently focused on developing knowledge management systems for R&D and collaboration to support private enterprise, health, education, trade, tourism and sport.

### Kristina Reynolds

If people and capability are pivotal to organisational improvement and change, then Kristina Reynolds most certainly sits at the centre of knowing how to make organisations great. Having been involved in management, mentoring and leadership roles within many organisations and working as a consultant for some of the most respected Training and Development companies, Kristina recognises the significant gap that exists in the market place for real value-add people-development.

Her BBUS majoring in Marketing and Master of Advertising was not enough to satisfy her insatiable desire to figure out what made people who and what they are. In her quest for knowledge Kristina completed a number of Accreditations in behavioural profiling, change management, work place training and development and a deferred MBA. Then she saw the light and – wanting to really understand what makes people and organisations tick – finished a science degree majoring in psychology.

As a result businesses and new initiatives were born with the principles, ideologies and tools that address the people and capability gap in industries of today and assist those forward thinking organisations to start creating the real leaders of tomorrow. Kristina specialises in training, coaching and mentoring leaders and engendering the skills to take their organisations into the future.

It is this focus and understanding that has led to Kristina's enormous influence, which now operates globally, boasting such clients as Lend Lease, Sensis, Telstra, Coffey Group, Accenture, Deloitte, TruEnergy, L'Oreal, Bligh Voller Nield, United Group Limited, ANZ, Australian Federal Government and Steelcase- just to name a few. Kristina is a principle consultant and facilitator, creating initiatives that take people and organisations "from belief to behaviour" and leaders from good to great.



**Kristina Reynolds**

### Idea Nation

The Idea Nation consultancy advises on business strategy, particularly retail, brand building, stakeholder engagement, and product and business development focusing on strategic intent and growing competence. Our work develops around great ideas and finding value for clients in their market, business or customer base.

The company publishes ideas and discourse pieces by subscription under the Idea Nation banner titled 'Transforming The Face of Retail', and Platform, and creates tours, seminars and conferences focusing on retail and urban design.

### Annie Harper

Annie is a seasoned retail strategist based in Melbourne and brings to the table strong conceptual ideas, the backing of considerable knowledge and a deep understanding about business needs and consumer behaviour. Her professional qualifications in education, design, training and marketing, including a Masters of Business in Marketing by research in 2002, support her extensive knowledge and real world experience.

She is active at a number of levels, from the professional to the academic and is respected by peers as a powerful champion for marketing, education and design. Annie is unequivocal that design and marketing create competitive advantage and this filters through all the projects she has undertaken since forming Idea Nation in late 1997.

Annie is regularly asked to make presentations about retail and hospitality to businesses and institutions, MC seminars, has contributed articles to industry publications and authored a number of commercial case studies. She is well known in the retail design industry for her work.

Her clients have included corporates, government bodies and institutions, shopping centre developers, ACMI, Federation Square, South Melbourne Market, Design Victoria, Designex, DesignBuild, Retail Design Institute, and Melbourne Spring Fashion Week for the City of Melbourne.



**Annie Harper**