



MURIEL BOWSER
MAYOR

February 28, 2023

The Honorable Phil Mendelson
Chairman
Council of the District of Columbia
John A. Wilson Building
1350 Pennsylvania Avenue, NW, Suite 504
Washington, DC 20004

Dear Chairman Mendelson:

In accordance with section 2 of the Confirmation Act of 1978, effective March 3, 1979 (D.C. Law 2-142; D.C. Official Code § 1-523.01), and pursuant to section 2 of the Commission on Fashion Arts and Events Establishment Act of 2008, effective April 15, 2008 (D.C. Law 17-148; D.C. Official Code § 3-651), I am pleased to nominate the following person:

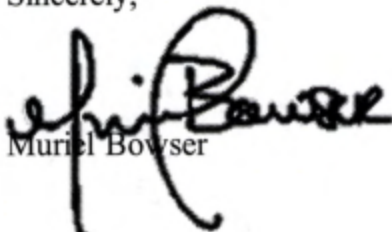
Ms. Teaira Brewer
Chesapeake Street, SE
Washington, DC 20032
(Ward 8)

for appointment as a member of the Commission on Fashion Arts and Events, replacing Deidre Jefferies, to serve the remainder of an unexpired term ending April 15, 2025.

Enclosed you will find biographical information detailing the experience of the above-mentioned nominee, together with a proposed resolution to assist the Council during the confirmation process.

I would appreciate the Council's earliest consideration of this nomination for confirmation. Please do not hesitate to contact me, or Steven Walker, Director, Mayor's Office of Talent and Appointments should the Council require additional information.

Sincerely,


Muriel Bowser



Chairman Phil Mendelson
at the request of the Mayor

A PROPOSED RESOLUTION

IN THE COUNCIL OF THE DISTRICT OF COLUMBIA

To confirm the appointment of Ms. Teaira Brewer to the Commission on Fashion Arts and Events.

RESOLVED, BY THE COUNCIL OF THE DISTRICT OF COLUMBIA, That this resolution may be cited as the "Commission on Fashion Arts and Events Teaira Brewer Confirmation Resolution of 2023".

Sec. 2. The Council of the District of Columbia confirms the appointment of:

Ms. Teaira Brewer
Chesapeake Street, SE
Washington, DC 20032
(Ward 8)

as a member of the Commission on Fashion Arts and Events, in accordance with section 2 of the Commission on Fashion Arts and Events Establishment Act of 2008, effective April 15, 2008 (D.C. Law 17-148; D.C. Official Code § 3-651), replacing Deidre Jefferies, to serve the remainder of an unexpired term ending April 15, 2025.

Sec. 3. The Council of the District of Columbia shall transmit a copy of this resolution, upon its adoption, to the nominee and to the Office of the Mayor.

Sec. 4. This resolution shall take effect immediately.

Teaira Brewer

Brand Strategy | Styling & Consulting

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Washington DC

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AREAS OF EXPERTISE

- Brand Strategy
- Creative Direction
- Styling & Consulting
- Marketing
- Brand Identity
- Conception
- Production Management
- Project Management
- Planning & Strategy Implementation
- Image Consulting
- Visual Merchandising
- Packaging
- Fashion Buying
- Retail Management
- Account Management
- Collaboration & Stakeholder Engagement
- Customer Retention & Relationship Management
- Graphic Design Management

SOFTWARE & TOOLS

Productivity: Microsoft Office Suite, Google GSuite/Workplace

Collaboration: Slack, Zoom, WebEx, GoToMeeting, GoogleMeet, MS Teams

Management: Salesforce

Creative: Adobe (Photoshop, Illustrator)

EDUCATION

Bachelors - Fashion Marketing & Management |
Berkeley College, New York, NY

Associates - Accounting |

Bowie State University, Bowie, MD

PROFILE

Visionary, driven **Brand Strategy & Style Consulting Professional** with a history of success in Brand & Project Management. Product Development. Account & Client Management. Wardrobe Styling. Cross Collaboration. and Client Retention with proven ability to execute objectives and increase brand awareness. An exceptionally dedicated strategist highly adept in directly growing brands and generating sales with a commitment to excellence in building and executing innovative tactics, consistently delivering positive and measurable results.

Strengths: Luxury Goods Management. Fashion Marketing. Client Management. Wardrobe Styling. Customer Service

WORK EXPERIENCE

SENIOR BRAND & PACKAGE DESIGN ANALYST
LIDL US | ARLINGTON VA

MAR 2021 - PRESENT

Strategy & Execution:

Customer Success. Global Product Management. Packaging Design & Production. Brand Analysis & Development. Cross-Functional Collaboration. Market Research & Consumer Insights. Copy, Regulatory & Compliance Assessments

- **Founding team member** - pioneered the early chestnut and development of the overall department vision, position and external branding and packaging strategy, building systems, defining core responsibility and growing the team from the ground-up.
- **Led and directed** when driving execution - steered end to end planning and strategy, deeply engaging with various stakeholders, managing a team of 5 for successful deployment of effective execution and production of packaging for global sales to increase brand awareness.
- **Supervised and provided oversight** on over 3,000+ global products and projects annually. Analyzed all projects and made determination on the value of the project and workflow for sufficient quality and efficiency. Managed the various cross-functional teams and external suppliers to ensure project deadlines were met.
- **Collaborated** with the CEO and key stakeholders for planning and mapping objectives, meetings to define work streams, key milestones and deliverables, translating requirements into executable product design and acceptable criteria to ensure each event outcomes.
- **Conducted onboard training** of the new team members and external vendors and stakeholders detailing best practices for implementation of projects and deliverables: Cross-collaborated and fostered relationships with Product & Design Agencies to create, manage, and execute new and refurbished brands and projects.
- **Created and delivered** unique, compelling style guides and detailed product presentations to drive optimized branding and implementation of customer specific marketing campaigns.
- **Successfully drove projects to completion** including: branding of the juice and beverage division and head packaging development: Created and implemented the H2R handbook collaboration with Engineering to create 3D models and examples.
- **Contributor to several award winning initiatives** including the 2077 *Most Innovative Brand of the Year for Preferred Selection in Store Brands*. 2078 *Retailer of the Year in Beverage Dynamics*. and 2078/2027 *Private Label Manufacturer Association* award.
- **Continuously enhanced** the overall customer experience through providing oversight, resource allocation, analyzing packaging designs, and solving design challenges, and driving process improvements.

SENIOR STORE STYLIST

NOV 2014 - JUNE 2015

RENT THE RUNWAY | WASHINGTON DC

Strategy & Execution:

Store Launch, Fashion Styling, Client Management, Marketing & Strategy Implementation, Sales & Profit Generation

- **Opened up the first** DC store location in Georgetown and hired as first Senior Stylist. Focused on styling and maintaining a rotating appointment based clientele of 1000+ every day and high ranking professional women.
- **Drove sales** by developing business strategies and marketing plans including multicultural and private label development. Attended and coordinated brand meetings with Designers and Brand Representatives to increase awareness.
- **Provided image consulting**, collaborating with photographers and stylists to effectively elucidate the Rent The Runway brand and merchandising standards. Participated in providing Ready-to- Wear looks for high-profile clients and celebrities.
- **Managed strategies** while seeking opportunities to increase revenue and improve retention by generating sales, promoting profitability, and decreasing operational cost. Shopped the market and competing stores regularly to identify opportunities and trends to promote growth, partnership, and store events to dominate the marketplace and drive demand and brand awareness.
- **Featured as Top Stylist** due to top earnings per appointment based on rental amount, frequency and add-on strategy.

PRODUCT DEVELOPMENT | ADMINISTRATIVE ASSISTANT

OCT 2013 - JUL 2014

ESTEE LAUDER | NEW YORK NY

Strategy & Execution:

Product Development (skin tone), R&D, User Experience, Testing & Assessment, Product Analysis, Data Research and Reporting

- **Drove product research and analysis** of skin tone products, advising the VP's of Makeup and Skincare on market opportunities, capabilities and features that align with Skin Tone equity. Prepared marketing and brand research for South Africa project helping the company expand their color shades to increase customer base and sales.
- **Served as liaison**, handling correspondence and providing administrative support to the Senior Vice President, Vice President, Directors, and Global Product Developers. Managed projects, scheduling, logistics and inter-office communication and performed a variety of administrative activities.
- **Ensured distribution of all communications**. Received, examined, evaluated and reviewed a wide range of confidential and highly sensitive data, information, and correspondence of an internal character, while maintaining a degree of confidentiality.
- **Organized brand launch and strategy meetings** between product development, marketing, and accounting. Conducted and assisted calls with laboratories to discuss formula changes and adaptations.

SENIOR ARTIST ADMINISTRATOR

JUN 2013 - DEC 2013

MAC CORPORATE | NEW YORK NY

Strategy & Execution:

Stylist Support & Assistance, Scheduling & Coordination, Project Support, Logistics Management

- **Performed administrative and operational support**, coordinating scheduling, handling all media and public relations inquiries, and provided project assistance to 7 Leaders and 20 Artist Support members, covering a full team of 140 Senior and supporting Artists.
- **Developed trusted relationships** with Senior Artist of MAC Cosmetics to provide optimal instruction and tools throughout the project life cycle. Attended and supervised Senior Artist classes consisting of 1-2 Senior Artist and 30-60 students from MAC stores Nationwide.
- **Coordinated schedules and assisted** in the set up for private shopping and makeup services for Senior Artists in the NYC MAC Pro store. Coordinated the Senior Artist makeup kit updates per new collection availability to ensure quality in makeup supply.

CUSTOMER RELATIONSHIP COORDINATOR

OCT 2012 - DEC 2012

NORDSTROM | BETHESDA MD

Strategy & Execution:

Customer Satisfaction, Retail Sales, Growth & Profit, Strategy & Implementation, Styling & Wardrobe Assistance

- **Orchestrated a customer satisfaction culture**, cultivating an environment of a positive and enriching customer experience. Increased growth of relationships with the store's top customers by setting appointments with stylists and top sales people.
- **Developed new client retention strategies** resulting in an increase of over 20%. Acted as voicemail liaison, assisted with floor sets, and ran reporting to position top department sellers to effectively maximize sales. Exceeded 90% Customer Service Turn around as Client Specialist.
- **Worked closely with Store Management** to discuss strategy on increasing sales goals for Departments in need and ensured appropriate changes were made to improve overall customer satisfaction. Actively participated in the achievement of store goals by tracking and communicating results in relation to visits and volume.
- **Selected to participate** in the Nordstrom Future Leaders Program (2012-213).



Executive Office of the Mayor - Office of Talent and Appointments

John A. Wilson Building | 1350 Pennsylvania Avenue, Suite 600 | Washington, DC 20004

Teaira Brewer



Teaira Brewer manages her own closet cleaning and organization business and is a Senior Brand and Package Design Analyst at Lidl US.

Ms. Brewer has over 10 years of fashion retail and corporate experience. Throughout her career, Ms. Brewer has styled high-profile individuals and worked for several Fortune 500 corporations, sharing her expertise in buying, branding, wardrobe styling, merchandising, and sales management. In her current role, Ms. Brewer provides oversight and supervision to over 3,000 global products and projects and developed style guides and distributor presentations to drive marketing objectives. In addition, Ms. Brewer has served as a senior store stylist, where she built up a clientele of more than 1,000 people.

Ms. Brewer has also worked with several non-profits and government agencies to support DC families, such as Yaay ME Safe Passage and the National Association for the Advancement of Returning Citizens.

A Ward 8 resident, Ms. Brewer received an associate's degree in accounting from Bowie State University and a bachelor's degree in fashion marketing and management from Berkeley College.



GOVERNMENT OF THE DISTRICT OF COLUMBIA

Executive Office of Mayor Muriel Bowser



Office of the General Counsel to the Mayor

To: Tommy Wells, Steve Walker
From: Betsy Cavendish
Date: February 11, 2023
Subject: Legal sufficiency review of Resolution nominating Teaira Brewer as a member of the Commission on Fashion Arts and Events

This is to Certify that this office has reviewed the above-referenced resolution and found it to be legally unobjectionable. If you have any questions in this regard, please do not hesitate to call Vanessa Careiro, Deputy General Counsel, Executive Office of the Mayor, at 202-724-1303, or me at 202-724-7681.

A handwritten signature in cursive script that reads 'Elizabeth A. Cavendish'. The signature is written in black ink on a light-colored background.

Elizabeth Cavendish