

# Karine Laudort

**Founder of Kay Flawless Consultancy**  
**Fashion & Beauty Journalist**  
**Fashion & Cultural Commentator**



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# About

Karine Laudort's career within the fashion industry spans over 20 years, working as a **Commercial Model, Fashion Events, Fashion & Lifestyle Features & Editorials, Reporting and Fashion PR**. In 2008, Laudort launched London-based PR agency which relaunched in April 2020 as a Digital Marketing agency, **Kay Flawless**.

**Kay Flawless** have and continue to support international independent public figures, influencers, artists and fashion brands including major clients such as **The Hilton, IMAN Comestic Europe, London Fashion Week, BET UK, and Vancouver Fashion Week** to name a few.

Over the past 10 years Laudort has had the pleasure to work as a **Features, Fashion and Lifestyle Editor** but also as an **Editor-In-Chief** for several online and print publications. From **Editor at Glam Africa Magazine to Fashion Director and Head of Digital Content as Style of the City Magazine**. Since early 2018, she pursued a career as a freelance Fashion and Beauty editor for titles such as **ELLE UK, Black Beauty and Hair Magazine, London Daily News and Style of The City**.

Since December 2024, Karine has now joined the **Daily Express** on a freelance basis as a News Reporter and continue to regularly contribute to publications such as **Metro, Yahoo!, InStyle US, Stylist, Euronews, Independent, and Mail Online** to name a few or TV networks such as **BBC** or **Sky News**.



# Creative Direction

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Maison D'Afie

Karine Laudort has experienced some important roles as Fashion Director and Head of Digital Content at Style of The City and also took on the role of Editor in Chief for magazine Glam Africa.

Laudort directed the **Maison d'Afie 2016 Autumn Winter** ready to wear lookbook shoot featured in **Vogue UK** and their subsequent lookbook shoot featured in **Vogue Italia**.

Art directed and produced for **Tahani Alotaibi London Fashion Week Catwalk show** and secured a feature on **Vogue.co.uk**. Karine organised the entire catwalk show which was hosted at **The Savoy Hotel**.

Art directed look book for **Tymor Seasons** as seen in **Vogue**. Karine liaised with contacts at Vogue to ensure the shoot was published. Before this was possible Laudort sourced the model, photographer, studio and hair & makeup team for the shoot.

**LONDON  
FASHION  
WEEK**

TYMOR.SEASONS

TAHANI

A

ALOTAIB



[Click on the logo  
below to view BTS  
video](#)



# Public Speaking

Karine had the pleasure to be invited as a guest speaker at **London Metropolitan University** in the past three years, to deliver lectures for over 100 students who were studying towards a Bachelor's Degree or Masters in disciplines such as Marketing, Public Relations and Fashion.





# Public Speaking

How can consumers adopt a sustainable approach to fashion without compromising their budget? A great discussion moderated by Evelyn Oluwole, and chaired along with Sustainability Expert, Nnenna Hemeson.





# Public Speaking

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Delivered a masterclass for **Michigan State University** students and talked about all things PR, journalism, and her career path to where she is today.





# Public Speaking

Furthermore, Laudort has produced and delivered a PR Masterclass giving an introduction to Fashion PR at the FITCC Expo (The Fidelity International Trade & Creative Connect).



Lastly, since September 2024, Karine has been as now become an **HPL Lecturer** at the **University of East London (UEL)**, where she teaches Fashion Marketing & Communication to BA Honours Students.





Karine appeared on **BBC Africa News Afrique** in ‘**Cash Eco**’ a (French speaking) programme which delivers a daily summary of all economical and financial news, as a Fashion Expert.

Karine Laudort has been interviewed live on other international channels including **Sky News** and **BET UK**.

Karine’s agency, **Kay Flawless**, secured goody bags (sponsored by **CANTU**) for **BET UK** Black History Month exhibition. Then later that year, for the screening of **BET UK** “Being Mary Jane season 2” (**Iman Cosmetics** and **Retrocorn popcorn**).

In March 2015 **Sky News** interviewed Laudort live on the first day of **London Fashion Week** to discuss the impact of the fashion industry on the British economy.



Click on the image to watch the TV segment



Click on the image to watch the TV segment



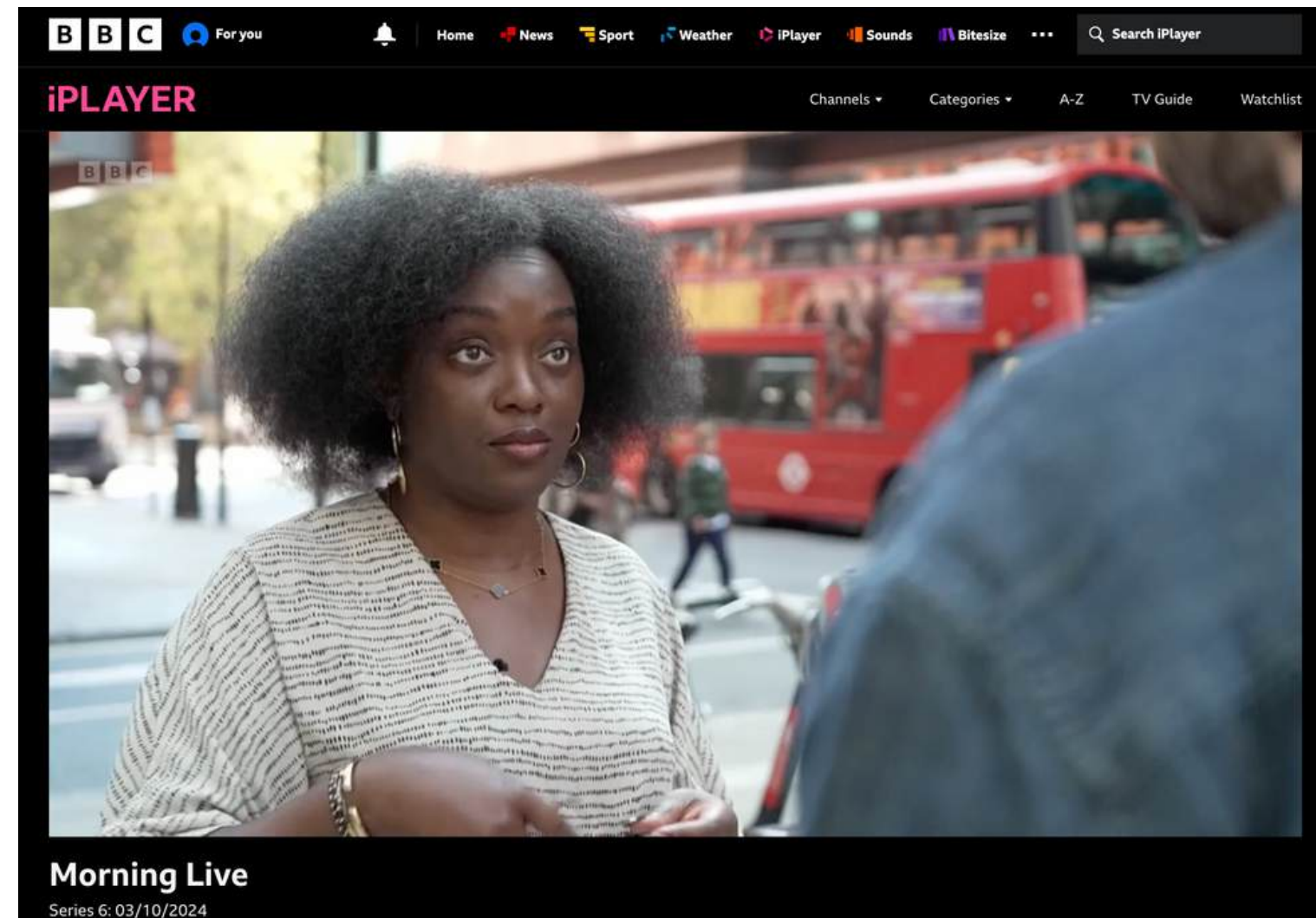


# Print / Digital Work and Interviews

As a fashion expert, Karine Laudort, has contributed for a number of established news outlets such as **Metro, Daily Mail, Daily Express, Euronews, MSN, Daily Mirror, The Sun, Time Out, Yahoo!, and The Independent.**

Karine also writes about a variety of fashion topics such as Royals fashion, sustainability, shopping recommendations, latest trends, trend forecast. She also write about beauty (**Elle UK**) and general news & travel (**Daily Express**).

Karine Laudort has also been interviewed and featured in **Tropics Magazine, Brune Magazine, Mogul Magazine** but also in national and international news outlets such as **BBC Radio London, RFI (Radio France Internationale)** and TV programme, **BBC Morning Live**.



Click on the image to watch  
the TV segment

**METRO**

*Style* **city**  
of the

**DAILY  
EXPRESS**

**msn**

THE *List.*

**Mail**Online



**INDEPENDENT**

**THE U.S.  
Sun**

**MOGUL<sup>®</sup>**  
MAGAZINE

**yahoo!life**

**BBC  
Morning  
Live**

**rfi**

**TimeOut**

**TROPICS**  
MAGAZINE

**COSMOPOLITAN**



# Kay Flawless

Karine Laudort is the Founder and Owner of **Kay Flawless**, a London-based boutique agency she officially launched in 2011. Initially named **Kay Flawless PR**, the agency was then rebranded as **Kay Flawless** in 2019, to transition to Digital PR & Marketing & Talent Management.

Kay Flawless has represented an area of international talents ranging from models to reality TV stars, content creators/YouTubers, socialites to actors. The company provided PR and Digital Marketing Services (which included graphic design, web design and social media management).


Since September 2023, **Kay Flawless** started a new chapter and the agency now focuses on offering consultancy services for brands and talents who require Personal Branding, Social Media Strategy and Experiential Marketing (events, launches, pop ups). This service is catering to small, medium businesses, talents and entrepreneurs who require guidance and coaching in day-to-day endeavours.





# Kay Flawless

A flat-lay photograph of various gold and copper desk accessories on a white background. The items include a pair of gold scissors, a small copper bowl, a pink notebook with a cactus pattern, a white ceramic dish with a gold rim, and several gold binder clips. Dried baby's breath flowers are scattered around the edges.



# Keeping Up With Kay Flawless

FASHION

BEAUTY

LIFESTYLE ▾


SOCIETY ▾

TECH

GIFT GUIDES ▾


ABOUT ME

CONTACT




FASHION

## How to navigate the new Barbiecore trend and remain stylish?



FASHION

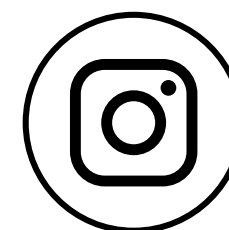
## "Made with Care", a new lifestyle brand by creators who grew up in the care system, launches at John Lewis



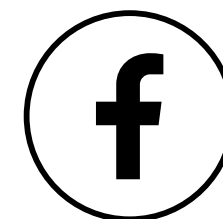
FASHION

## Everything You Need To Know About Colour Trends & How To Adapt Them to Your Style

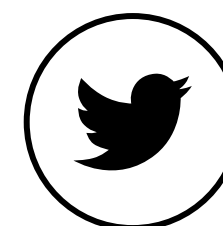




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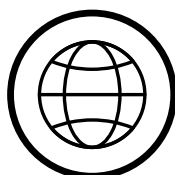
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