



Deniz Alkır

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MSC LUXURY BRAND MANAGEMENT - CONSUMER & MARKET INSIGHT ANALYSIS INTERN

+33 6 85 96 40 80 · dnzalkir@gmail.com · Paris, France · <https://dnzalkirportfolio.netlify.app/>

PROFILE

Luxury brand professional combining market intelligence with IP law expertise. Trained at EIDM Paris and sharpened through data and insight roles at **Luxurynsight**, where I synthesised consumer, market and competitor intelligence across 18+ luxury brands. My interest in beauty as a category grew precisely from that **retail floor** at BENLUX, watching how beauty decisions are made in real time, across cultures and price points. I bring that dual perspective into everything analytical I do.

EXPERIENCE

Luxurynsight

Jan 2026 — Jun 2026

INSIGHT ANALYST INTERN

Paris, France

- Collected, compared and synthesised international data across consumer, market, competitor, and digital sources for 18+ luxury brands.
- Monitored brand activations across key consumption periods, generating insights and developing a deeper understanding of competitor strategies and market positioning.
- Translated complex findings into structured insight reports and strategic presentations across luxury beauty, fashion and jewellery brands including Valentino, Burberry, L'Occitane and Rhode.

BENLUX

Jul 2025 — Jan 2026

SALES ASSISTANT

Paris, France

- Advised international clientele across a duty-free multi-brand environment spanning luxury beauty, niche fragrance and fashion; observing real-time purchase behaviour and decision-making patterns across nationalities.
- Conducted sales in French, English, and Turkish, developing a cross-cultural understanding of consumer motivations across 12+ houses of beauty, fragrance and jewellery.
- Completed product training sessions delivered by brand representatives including L'Oréal Group, Longchamp, and BDK Parfums, building hands-on product knowledge across beauty, fragrance and fashion.

Fashion Law Institute Istanbul

May 2025 — Present

LECTURER — FASHION MARKETING & BRANDING

Istanbul, Turkey

- Delivers lectures to emerging fashion lawyers on intellectual property strategy, copyright enforcement, and brand protection within the luxury and fashion sectors.

Eyuboğlu Law Firm

Oct 2023 — Sep 2024

INTERN LAWYER — IP & FASHION

Ankara, Turkey

- Drafted IP petitions and supported legal proceedings for 40+ cases including 7+ major Turkish fashion brands including Ipekyol and Machka, building a precise understanding of how brands legally protect product identity, design rights, and creative assets.

EDUCATION

EIDM Paris

Sep 2024 — Present

MSC LUXURY FASHION BRAND MANAGEMENT

Paris, France

- Travelled to London for one month as part of a school cohort to produce "Corps Flottant" from the ground up; led sponsorship and supplier relations, securing 7 local sponsors and contributing to an event that welcomed 310 visitors.
- Immersed in Milan's luxury sector for one month as part of a school cohort, attending industry workshops with experts and analysing luxury brand marketing strategies firsthand.

Başkent University

Sep 2019 — Jul 2023

SCHOOL OF LAW, L.L.B.

Ankara, Turkey

LANGUAGES

Turkish *Native*

English *Bilingual*

French *Professional*

HARD SKILLS

Brand Strategy & Monitoring

Consumer Insight & Research

Cross-Cultural Communication

Market & Trend Analysis

TOOLS

Microsoft Excel (Advanced)

PowerPoint (Professional Decks)

CERTIFICATES

Inside LVMH Certificate

November 2024