



DOMINIQUE CHANEL DRAKEFORD- Founder of DRAKEFORD PR

Raised in Oakland, California and living in New York City, Dominique is currently a leader in environmental education, ethical fashion PR and community advocacy. With a B.A. in Environmental Management and a Master's degree in Sustainable Entrepreneurship and Fashion from New York University; her research has provided insight on how the links between over-consumption and identity formation of communities can and should be reconfigured in charting a more sustainable future.

She has volunteered hundreds of hours for social good and community development primarily to many Bay Area organizations through the East Oakland Youth Development Center (EOYDC), a national model for youth development. Because "charity begins at home" her last two big projects were community thrift sales where she freely donated a percentage of the sales to the EOYDC Pathway to College Program.

While in New York, her professional background started with the Donna Karan Urban Zen Foundation where she assisted with the Artisan Project to support indigenous sustainability in communities of Haiti, and assisted with marketing efforts to promote integrative eastern healing and wellness therapy for healthcare. As a production intern for Donna Karan's exclusive UZ line, she learned the intricate details of garment manufacturing in NYC. Dominique was also fortunate to work with The GreenShows (TGS), a premier marketing and consulting services company dedicated to the ethical and sustainable fashion design movement. Over the course of two years she worked with luxury ethical designers and learned the various challenges of entering a fast-fashion market. She acquired hands on experience with marketing and PR, corporate sponsors and investors, and was part of the team that made the Green Shows the first ethical fashion presentation at Mercedes Benz Fashion Week, Lincoln Center 2012.

Having worked in the fashion industry for over 5 years, Dominique specializes in design and implementation of public awareness/education and social marketing campaigns. Her expertise is demonstrated by reaching diverse audiences and creating partnerships with various organizations and businesses.