



HOPE GAINER

Follow your passions

INTERVIEW WITH CEO OF HOPE INTERNATIONAL & DOUGLAS ELLIMAN REALTOR

Hope Gainer is a global image-maker and marketer with 30 years experience in the worlds of fashion, sports, travel, hospitality, real estate, lifestyle, arts and entertainment. She has created and executed marketing plans, licensing programs and advertising, promotion, special events, public relations and new media campaigns for major Fortune 500 companies, international designers, supermodels, world class athletes, music artists, fine artists, celebrities, hotels, real estate properties/developers, architects, interior designers, retailers and restaurants. Her advertising campaigns have won Andys, Clios and International Film Festival Awards. She is a branding expert. Le CITY deluxe has caught up with Miami maven for an interview.

How did you get where you are in life?

I have always followed my passions and dreams in life. My avocations have become my vocations. Whether it be work or play, I have integrated my interests in art, architecture, design, fashion, sports, entertainment and travel into my life for the ultimate lifestyle.

Tell us about your background?

I came from a modest Midwestern back-

ground, was Ivy educated out East and then landed in the Big Apple. There, I embarked on a glamorous career with world class athletes and sporting events. My work was like play. I got to shoot commercials with sports icons and sit front and center at major sporting events overseeing the image of these personalities and their brands globally.

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Next, I worked with top international fashion designers shooting ad campaigns around the world in exotic locations while handling their worldwide licensing programs. Supermodels and romance models followed and I created calendars and products bearing their names. Australia beckoned and I participated in the country's Bicentennial with leading designers for a global telecast. Along the way, I've hosted events with presidents and royalty at

the White House, The Kremlin, Sydney Opera House and aboard mega yachts in jet-set spots like Monaco, Cannes and St. Tropez as well as South America, Singapore and Bali.

What brought you to Miami?

I fell in love with the Magic City. I moved to Miami and placed my unique twist on parties at spectacular waterfront estates during Art Basel Week, International Boat Shows and Polo Cups showcasing a variety of luxury brands and benefiting numerous charities. Image making and branding in the luxury sector has been a consistent thread throughout my career across many continents.

What have you been working on lately?

Today, I am focused on our booming luxury real estate market. The whole world wants to come to our sunny sandbox. I get to showcase spectacular properties designed by top architects and designers helping people find their dream place in our paradise. How wonderful is that?! ■