



Peter York

Author, Journalist, Broadcaster & Management Consultant

"Peter York, A Recovering Style Guru"

Peter York is an author, journalist, broadcaster and a management consultant - a Capitalist Tool. Peter is the renowned brand marketing expert who co-authored the huge bestseller *'The Official Sloane Ranger Handbook'*, which became the benchmark on social groupings and market segments.

TOPICS:

- Tribes & Trends
- Brand Rehabilitation
- The Arts & Commerce

LANGUAGES:

He presents in English.

PUBLICATIONS:

- 2014** Authenticity is a Con
- 2006** Dictator's Homes
- 1996** Peter York's Eighties
- 1983** The Official Sloan Ranger Diary
- 1982** The Official Sloane Ranger Handbook

IN DETAIL:

Peter started writing as Style Editor at *Harpers & Queen* and over the last 30 years he has produced a flood of broadsheet articles and 11 books. He has also contributed to television programmes from *The Tube* to *Newsnight*. Peter is President of The Media Society. He is also a Visiting Professor at the University of the Arts London, attached to the London College of Fashion, and a former Board Trustee of the Prince of Wales' charity Arts & Business and of the Tate Members' Council. He is currently setting up The Pimlico Society with Clive Aslet to help the oppressed people of Pimlico in their struggle for self-determination. Peter performed his one-man show *How To Be A Nicer Type Of Person* at the Edinburgh Fringe and at London's Soho Theatre. His last BBC documentary *Peter York's Hipster Handbook* was shown on BBC4.

WHAT HE OFFERS YOU:

Peter believes that while sociologists and market researchers are forever studying The Rest Of Us, the people at the top have escaped scrutiny for too long. He offers audiences his experience and an insight into commercial exploitation of cultural change and 'brand rehabilitation' - the redevelopment of brands and businesses that have lost positioning focus.

HOW HE PRESENTS:

Peter's presentations are delivered in an articulate and relaxed manner. Peter is an ideal speaker to address a wide range of audiences.