



Linton Crockford-Moore

Creative & Design Director | Brand Strategist

Linton Crockford-Moore is a Creative & Design Director operating at the intersection of brand strategy, business transformation, and portfolio value creation, with over two decades of experience shaping multi-brand ecosystems across international markets.

Born in the United Kingdom, Linton began his career in London, developing an early foundation in retail and design that informed a commercially grounded approach to creativity. In 2000, he relocated to the Middle East to join the Chalhoub Group, where he played a pivotal role in defining and scaling the corporate brand identity across a complex portfolio of luxury businesses, again collaborating closely with senior executive and board-level leadership to ensure alignment with long-term business vision.

Over the course of his tenure, Linton progressed to Group Creative Director, where he was responsible for the strategic development and governance of brand, retail, and customer experience across a portfolio spanning 280+ brands, 370+ retail environments, and 14 countries. His remit extended beyond creative execution to include the alignment of brand architecture with commercial objectives, contributing to the strengthening of retail equity and long-term market positioning.

He led the creation and transformation of several landmark retail concepts—including Level Shoes, Level Kids, and TRYANO—each representing large-scale, multi-stakeholder ventures requiring the integration of brand vision, spatial design, and consumer strategy. His work consistently bridged creative direction with measurable business impact, elevating both customer experience and perceived enterprise value.

In 2024, Linton founded Hubara Design, a Dubai-based fashion label, where he serves as Chief Creative Officer and Managing Director. In this capacity, he built the business end-to-end—from brand conception and product development to digital commerce, operations, and market activation—demonstrating a hands-on understanding of building, positioning, and scaling a brand within a competitive market.

Across his career, Linton has operated at both group and venture level, bringing a rare combination of strategic oversight and executional depth. His expertise lies in translating business vision into cohesive brand systems, enabling organisations to articulate their identity clearly, enter new markets with confidence, and unlock long-term value.

He holds a BSc in Applied Business Management from Brigham Young University–Idaho and an MBA from the University of Utah.

Based in Dubai for over 25 years, Linton continues to contribute to the region’s evolving creative and commercial landscape, with a focus on building brands that endure, scale, and create meaningful impact.