

PROFILE

I have over 15 years experience in the fashion industry, with seven years working with a leading buying office based in London. I have attended international fashion weeks and retail buying events sourcing and consulting for international stores and brands and have worked with designers and manufacturers and retail buying and creative teams in the luxury sector. I have strong buying and merchandising skills and excellent organisational, communication and support skills.

EXPERIENCE**AUGUST 2010 - PRESENT****FREELANCE CONSULTANT, SHOWROOM BEE**

- Freelance consultancy for fashion stores and brands – trend reports, fashion, beauty and home buying and sourcing

AUGUST 2010 – PRESENT**AFTER SALES ASSISTANT MANAGER, SOFA.COM**

- A dynamic and innovative online furniture retailer with showrooms based in Chelsea, named by Sunday Times Fast Track 100 as the 18th fastest growing UK company
- Providing the highest level of customer service from ordering to delivery
- Day to day management and resolution of customer queries and complaints
- Liaising with suppliers and factories regarding warranty issues and customisation/bespoke products
- Producing reports identifying key service and product based issues
- Managing web, email and telephone feedback

AUGUST 2009 - APRIL 2010**FASHION BUSINESS CONSULTANT, DESIGN RULE LTD**

- Appointed to work on new Product Lifecycle Management Solution for Fashion: Design & Development, Sourcing & Production
- Responsible for providing consultancy to Design Rule sales and implementation team on the UK fashion industry including identifying appropriate potential clients
- Developed sales strategy and presentation
- Creation of a mock company of typical customer profile complete with users within data model system for demonstration purposes

JANUARY 2008 - NOVEMBER 2008**SHOWROOM SALES MANAGER, BABULAQUE/JEWELSIGN LTD, LONDON**

- Reporting to the Managing Director and owner of the showroom, I was responsible for managing the showroom's sales activities including;
- Managing and overseeing the sales team and import/export staff
- Producing sales reports for the 12 international fashion brands represented by the showroom as well as compiling trend reports and information on the target markets to drive sales
- Organising and attending trade exhibitions, runway shows and sales events both in the UK and internationally as well as showroom buying appointments
- Selecting potential brands for the showroom
- Editing brand sample collections for suitability for target markets and clients
- PR where necessary for both the showroom and its brands including editing brand press releases, sending out samples to fashion publications, fashion stylists and journalists
- Setting up the showroom for buying appointments, merchandising brand collections
- Press days for key journalists to preview collections
- Organising and promoting sample sales open to the public

LAMBERT ASSOCIATES (FORMERLY AGA GROUP):

Foreign buying office for Neiman Marcus Group USA (NMG), Bergdorf Goodman New York (part of NMG), Holt Renfrew Canada and Lane Crawford Hong Kong.

APRIL 2006 - JANUARY 2008**HOLT RENFREW ACCOUNT MANAGER, AGA GROUP LONDON**

- Responsible for researching and sourcing all product areas in the UK market for the 9 Holt Renfrew stores located in key locations across Canada and providing trend and seasonal reports on the UK and Latin American market
- Organised HR merchant and senior executive London schedules and attended appointments with them including the store's President and the fashion director
- Responsible for the complete running of the account including all related shipping and administrative work
- Attended fashion week in Rio de Janeiro on behalf of the company's clients

AUGUST 2004 - OCTOBER 2005***PROMOTION: BERGDORF GOODMAN (BG) ACCOUNT MANAGER, AGA GROUP LONDON**

- Responsible for researching and sourcing all product areas for the BG store and BG online
- Organised BG merchant and senior executive London schedules and attended appointments with them, including the Women's and Men's fashion directors and the store President
- Trained and supervised new shipping and administrative assistants to ensure the smooth running of the account

NOVEMBER 2001 - AUGUST 2004***PROMOTION: NEIMAN MARCUS (NM) MARKET REPRESENTATIVE, AGA GROUP LONDON**

- My areas of responsibility included sourcing product for Women's accessories, Intimate Apparel, Home and Cosmetics for 35 NM stores, NM Direct (mail order) and NM online
- Attended trade shows, fairs, antique markets and exhibitions including London fashion week every season
- Previewed new and existing lines and recommended them to NMG merchants
- Produced fashion reports, seasonal books, trend flash reports and market summaries
- Developed excellent relationships with all vendors, designers and buying teams and negotiated favourable vendor terms and exclusive arrangements for NMG
- In March 2002 I organised a trip to Paris fashion week for NM accessories buyers and London vendors and attended buying appointments
- Attended a global accessories presentation 'conclave' at NM in Dallas USA in August 2002, the trip included visits to NMG stores

AUGUST 2001 - NOVEMBER 2001**NEIMAN MARCUS (NM) LEAD SHIPPING AND ADMINISTRATIVE ASSISTANT, AGA GROUP LONDON**

- Ensured all NMG vendors were compliant with NMG shipping, packing and invoicing requirements
- Data entry of all UK orders placed, processed invoices for payment, RTV's and claims
- Checked order confirmations, invoices/packing lists and all relevant documents such as declarations, product detail sheets, CITES and sketches, working closely with NM import office associates
- Trained 3 new shipping and administrative assistants

MAY 1999 - MARCH 2001**FASHION ACCOUNT MANAGER/ASSISTANT TO DIRECTORS, BOND STREET AGENCIES, LONDON**

Fashion agents to Europe based suppliers of designer Men's and Women's clothing and accessories supplying independent retail outlets and major department stores throughout the UK

- Presented the collections to existing and prospective clients and took orders
- Compiled reports to inform suppliers of brand performance and profitability
- Advised suppliers and customers on advertising and point of sale material to develop brand recognition
- Handled all customer accounts under 8 fashion labels from France, Germany, Spain and Italy, including credit control using Sage Accounts package
- Oversaw shipment and delivery to customer

JUNE 1998 - MAY 1999**RECEPTIONIST/ADMINISTRATIVE ASSISTANT, BRUCE SHAW PARTNERSHIP, LONDON**

Value engineers/quantity surveyors specialising in retail clients

- Managed busy reception - answering calls, meeting and greeting clients
- Provided full office administrative support to management and surveyor/value engineer teams

EDUCATION

1995 - 1998: South Bank University London
BA HONS Management/Product Design
1992 - 1995: Yeovil College Somerset
3 A-Levels in English Literature, French and Spanish
1987 - 1992: Huish Episcopi Comprehensive School
10 GCSE's gained at Grade A

SKILLS

Languages: Spanish (strong proficiency SLRW), French (proficient SLRW), Portuguese (proficient SLRW), Italian (proficient SLRW), German (basic SLRW), Catalan (basic SLRW) and Arabic (basic SL). IT skills: Microsoft Office, Adobe Creative Suite, Filemaker, FODS

Free time activities include learning languages, travel, drawing, painting, photography and following my passion for Art, Design and Fashion.

REFERENCES:

ROHAN BLACKER – FOUNDER OF SOFA.COM AND POOKY (020 7351 3003)
BOB HILLIER - MANAGING DIRECTOR DESIGN RULE (01604 491661)