



# Charlotte James

Retail and Fashion Merchandise Specialist - Head of Product - Buying & Planning Management

📍 London, UK

✅ Charlotte is **Available to work**

[Portfolio link](#)

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## Work Preference

Location: Not looking to relocate

Pattern: Open to Full-time work

Employment: Permanent Positions, Hourly Consulting

## Skills

Product Management (Advanced)

Merchandise Development (Advanced)

Assortment Planning (Advanced)

Planning Budgeting & Forecasting (Advanced)

Purchase Management (Advanced)

Budgeting & Forecasting (Advanced)

Pricing Strategy (Advanced)

Range Building (Advanced)

Team Management (Advanced)

Client-focused (Advanced)

Forecasting (Advanced)

Assortment Development (Advanced)

Product Development (Advanced)

Menswear (Advanced)

Streetwear (Advanced)

## About

A self-motivator with extensive experience leading fast-paced product, buying and planning teams, with impeccable organisational skills. Proven success with combining customer and trend insights with strong financial acumen to deliver strategic, customer focused product assortments that drive profit. Energetic and upbeat personality with demonstrable leadership capabilities; thrives when working with a team. Outstanding communication skills, commercially focused, and practised in maintaining and growing relationships with key stakeholders.

### BRANDS WORKED WITH

Culture Kings

Habitat

House of Quirky/market

Jgr & Stn

KOOKAI

Seafolly Australia

Surf Dive 'n Ski

Surf Dive & Ski

Timberland

## Experience

### ● ACTING GENERAL MANAGER

Jgr & Stn | Mar 2022 - Jun 2022

A 4-month contract, analysing current business practice across all departments to increase EDITDA via delivery of a new company strategy.

#### KEY RESPONSIBILITIES

- Introduced new weekly and monthly sales reports with a focus on retail metrics and margin
- Worked closely with directors to implement new product strategy with customer focused ranges
- Analysis of historical sales and consumer trends to identify and execute product opportunities for future ranges
- Audit of current supplier pricing and quality, introducing new vendors to improve lead times and increase margin and quality
- Created a new critical path for short, long, quick to market and replenishment lead times
- Worked with finance team and directors to re-forecast the business based on current sales, margin and stock levels
- Created and implanted a company MSSI to ensure OTB is set accurately for future ranges
- Implemented team re structure and new PD's for all employees
- Day to day management and training with all employees to implement new structure and process



### ● HEAD OF PRODUCT & MERCHANDISE

Culture Kings | Mar 2021 - Mar 2022

Lead and manage team of designers across 12 vertical labels. Creating all seasonal range plans, implementing and overseeing all steps of the critical path to ensure that customer focused, on trend product is delivered in line with CP.

#### KEY RESPONSIBILITIES

- Manage team of designers and product developers
- Implement and own and manage the end-to-end process of the critical path
- Plan all seasonal budgets for all vertical in-house and external brands across all departments
- Produce and manage seasonal assortment plans and buying strategy for all vertical brands
- Own and place all buy quantities for all vertical brands and categories
- Responsible for curating seasonal pricing architecture for Australia, NZ and USA markets across all vertical labels, collaborating with design and production to update product to ensure product hit margin targets
- Collaborate with studio, marketing and ecommerce teams to ensure successful product launches
- Lead weekly trade meetings, product reviews and buy sign off's
- Responsible for identifying opportunities for quick to market updates, repeats and SMU development
- Created a core forecasting tool for all vertical brand core lines

## Languages

English (Fluent)



### ● PRODUCT & BRAND MANAGER

Seafolly Australia | Oct 2019 - Mar 2021

Leading the end-to-end process of design, buying, planning and production for the successful re launch of Victoria's Secret swimwear. Instrumental in building strong relationships with the Victoria's Secret licensing team in the US, working closely to understand the customer, in turn delivering quick to market ranges that drive profit and a commercial outcome.

#### KEY RESPONSIBILITIES

- Implement and manage the end-to-end process of the critical path
- Work with the design team to develop on trend and commercial product relevant to the Victoria's Secret customer
- Manage product development and production team to ensure quality swimwear is delivered to Victoria's Secret on time
- Plan and set an assortment that drives margin through analysing sales and identifying emerging trend opportunities
- Create buys and place with vendors, working closely with production and vendors to negotiate pricing to increase margin
- Pre-season planning for vendor capacity and freight booking to ensure reactive, quick to market strategy can be executed
- Analysing weekly sales and trend opportunities to ensure quick to market product is delivered
- Create and present in-depth seasonal analysis reports to Victoria's Secret Licensing teams, highlighting opportunities for future ranges



### ● WOMENSWEAR MERCHADISE MANAGER

Surf Dive 'n Ski | Apr 2019 - Oct 2019

Drive profit for the womenswear department for both retail channels through delivering strategic seasonal range plans from in depth analysis of sales, consumer patterns and trends.

#### KEY RESPONSIBILITIES

- Creating quarterly sales plans and OTB's for all women's garments and swimwear
- Building assortment plans that focus on increasing profit with a customer focus
- Selecting and purchasing all product from all external and 3 vertical labels
- Identifying gaps in assortments and creating new margin driving opportunities
- Work with in-house designers to create commercial and on trend ranges that hit margin targets
- Analyse and react to consumer trends and sales data to deliver quick to consumer ranges that increase margin
- Lead and motivate a team of 3 direct reports
- Build and implement planogram in Amazon Surf stores
- Create in depth seasonal analysis of trends and sales to aid future buy plans that increase profit

### ● WOMENSWEAR CATEGORY MANAGER

Surf Dive & Ski | Apr 2017 - Apr 2019

Manage all areas of pre-season planning, product selection and purchasing for all categories within the womenswear department.

#### KEY RESPONSIBILITIES

- Selecting and purchasing women's tops and bottoms from external and vertical brands
- Creating top-down sales budgets for all categories, setting OTB and building a planogram by store quarterly
- Setting and monitoring the departments inventory position
- Managed and developed all external and internal brand and supplier relationships
- Creating range plans for quarterly indents and speed to market injections based on sales analysis and trends
- Constant analysis of consumer buying patterns and trends to drive speed to market ranges that are meeting the customer's needs and driving margin dollars
- Working closely with all brands inside the Boardriders group at all stages of range planning to ensure that wholesale ranges are in line with consumer needs
- Mentoring and managing a Junior Swimwear Buyer and an Assistant

Buyer through the end-to-end planning and buying processes, overseeing all product selections



## ● WOMENSWEAR MERCHANDISE PLANNER & SWIMWEAR BUYER

Surf Dive 'n Ski | Oct 2015 - Apr 2017

### KEY RESPONSIBILITIES

- Build quarterly assortment plans by category with in-depth sales analysis, market and trend, category analysis
- Maintain and reforecast OTB in season based on sales and with a focus on consumer trends, category shifts and sales and stock targets
- Deliver strategic in store price maintenance in line with stock turn KPI's and markdown cadence
- Product selection and purchasing for all swimwear
- Working closely with product teams for pre-line planning and sign off to ensure product with drive revenue

## ● HQ ECOMERCE BUYER & MERCHANDISE PLANNER

House of Quirky/market | Jan 2011 - Oct 2015

### KEY RESPONSIBILITIES

- Set and manage OTB across all brands and categories to ensure that strategic purchases were made to reach and exceed margin and revenue forecasts
- Building and maintaining supplier relationships to create a diverse international and domestic brand mix
- Analysing consumer and market trends along and present detailed sales analysis to owners
- Manage range selection and order placement for all brands, categories and product development labels
- Identify bestselling styles and assortment gaps to brief product development teams
- Create and run weekly sell through reports to present in weekly trade meetings
- Set pricing structures to ensure that target margin is being met & create all markdowns for reactive promotions, mid and end of season sales
- Managing all stock deliveries to plan weekly photo shoots, identify trends in arrivals to be used throughout marketing assets



## ● APPAREL BUYERS ASSISTANT

Timberland | Jul 2008 - Oct 2010



## ● MERCHANDISING ADMINISTRATION ASSISTANT

Habitat | Jul 2006 - Dec 2006



## ● BUYING ADMINISTRATION ASSISTANT

KOOKAI | May 2006 - Jul 2006