



Natalia Clifford

Freelance Merchandising

Croydon, UK

[View profile on Dweet](#)

Links

[LinkedIn](#)

Languages

English (Fluent)

About

Highly experienced Merchandising leader with 22 years experience in the retail industry. Commercial and analytical professional, with deep knowledge and expertise across the end-to-end planning, buying and merchandising lifecycles - translating these effectively and profitably across both digital and store channels. With my innate understanding and passion for Merchandising, I have recently moved into a consultancy role to guide, influence and support brands to deliver and achieve commercial success. As a freelance Merchandising expert, I support companies of all sizes through implementing merchandising processes and setting up tools to drive efficiencies. My varied experience across short and long lead times, and numerous product categories allows me to overcome issues, propose solutions and make commercial decisions for any brand. I have outstanding financial acumen, strong planning, forecasting and budgeting skills, and dedication to driving productivity through simplified processes. I am a highly efficient and organised professional, with meticulous attention to detail. As a freelance Merchandising expert, I can be as hands on as the client wants, working independently or collaboratively as part of their team - on a set day per week, or on an hourly basis.

BRANDS WORKED WITH

- Debenhams Head Office
- John Lewis Partnership
- Long Tall Sally Head Office
- Retail Fifty Two Ltd
- River Island Head Office

Experience

● Freelance Merchandising Consultant

Retail Fifty Two Ltd | Aug 2022 - Now

Last year I set up my own merchandising consulting business, providing expert support to brands of all sizes

Implement new merchandising processes and tools that are specific to each client, such as range planning, line cards, financial reporting, purchase ordering, forecasting, pricing strategy and margin analysis

Identify present and future opportunities and deliver recommendations to maximise sales and profit, whilst managing stocks effectively

I can be as hands on as the client wants, or work independently on a set day per week, or on an hourly basis.

Current clients : Etta Loves, Secret Saviours



● Merchandise Lead, Fashion

John Lewis Partnership | Jan 2021 - Jan 2022

Oversaw an annual turnover of £770m across Fashion brands at John Lewis

Led, coached and trained a team of 15 Merchandisers to maximise sales, sell through and gross margin through strategic analysis, planning and stock management

Set the 3 year strategy with sales and stock budgets across all categories to deliver long term business growth

Following Head Office transformation, improved merchandising processes and tools to ensure teams are working efficiently and consistently (margin models, range plans, OTB management, WSSI, line cards and trade reporting)

Led the weekly and monthly Trade and BTA meetings with category buyers and merchandisers, reviewing all commercial KPIs, and capitalising on trading opportunities, whilst minimising risk

Deputised for the Fashion Head of Merchandising, working alongside other Merchandise Leads, Heads of Category and Business Managers, and reporting into the Merchandising Director



● Merchandiser, various offices within Fashion

John Lewis Partnership | Jan 2006 - Jan 2021

Leading the buying and merchandising teams across various buying offices at John Lewis, including Nursery & Baby, Lingerie, Nightwear &

Swimwear, Boyswear, Handbags & Purses.

Set and delivered strategy for all the offices I led and managed, and worked with Senior Leaders internally and externally throughout its execution.

- **Junior Merchandiser**

Long Tall Sally Head Office | Jan 2005 - Jan 2006

Executed a customer focused, formal and casual assortment for tall women, growing sales +39% YoY

- **Assistant Merchandiser**

Debenhams Head Office | Jan 2003 - Jan 2005

Positions on Jasper Conran, Matthew Williamson and Own Brand Collection

- **Senior Allocator & Assistant Merchandiser**

River Island Head Office | Jan 2000 - Jan 2003

Positions on Mens and Ladies Casualwear