



Kane Luke

Experienced senior commercial, strategic & relationship manager within the Luxury Fashion industry

📍 London, UK

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Languages

Italian (Fluent)

Spanish (Basic)

English (Native)

About

With a rich background in luxury and fashion retail across notable brands like Farfetch, Tiger of Sweden, Hugo Boss and Burberry, I bring extensive experience in sales growth, brand partnerships, and customer engagement strategies. Fluent in Italian and English with basic Spanish, I thrive in dynamic sales environments and am passionate about developing innovative commercial strategies.

BRANDS WORKED WITH

Burberry Limited

David Mayer Naman UK Ltd

Farfetch Uk Limited

Fuorifase Records

Hugo Boss International Markets LTD

Meanwhile Records

Menswear Showroom

Tiger Of Sweden UK Ltd

Experience

● Brand Strategy & Partnerships Consultant- Fashion / Gaming / Media

| Oct 2023 - Now

Current Project: Setup & lead brand partnerships department for independent gaming studio, Finfin Play AG, based in Zurich. Focused on ideation & implementation of commercial & brand strategy, workflow process setup, critical-path/pipeline planning & business development, under the Brand Partnerships umbrella, for their new groundbreaking fashion mobile game "Fashion League" coming out July 2024.

● Senior E-Concessions & Brand Partnerships Manager

Farfetch Uk Limited | Aug 2020 - Oct 2023

Position Held August 2020 - October 2023 Farfetch UK Ltd 211 Old St, London EC1V 9NR, United Kingdom Luxury e-Commerce Marketplace Senior E-Concessions & Brand Partnerships Manager

- Hired to build & lead my own team within the wider commercial e-concessions department, taking ownership of a brand portfolio of 17 existing & newly signed luxury brand partners.
- Managing a team of 4, I oversee the relationship between the brands and Farfetch, guiding their strategy and commercial success on the platform in-line with their goals and the Farfetch Key Pillars.
- Managing a portfolio worth annual GTV of €653M, delivering growth of 41% YoY in 2021.
- Working with my team on developing standard automated reporting for brands, to allow better time management and focus weekly and monthly calls and analysis in a more reactive and strategic way to maximise growth.
- Annual and seasonal sales forecasting and planning, and monthly updates on performance to achieve EBIT targets.
- Working with media solutions and organic marketing teams on unlocking opportunities for brands, building annual plans, custom campaigns, and special projects with 3rd party partners to optimise customer engagement, develop the next gen customer for the brand and maximise commercial results and growth opportunities.
- Present results and pitch new projects and development opportunities to c-level stakeholders both internally and externally. Dates

● Sales Director, International Export Markets

Tiger Of Sweden UK Ltd | Jul 2017 - Nov 2019

Business Sector Position Held July 2017 – November 2019 Tiger Of Sweden UK Ltd Piccadilly, London W1A 9HL, United Kingdom Fashion Wholesale & Franchise Sales Director, International Export Markets

- Sales director for wholesale & franchise, leading a team of sales managers for directly operated markets (UK, France, Middle East and Eastern Europe) and managing the relationship and overseeing the execution of distributor markets (Netherlands, Canada, South Africa).
- Oversaw the buy back from UK distributor and managed the set-up of the first directly operated "Tiger" showroom in UK.

- Full Ownership of Tiger of Sweden UK Ltd P&L, reporting in directly to the Chief Commercial Officer.
 - Analysis and reporting of partner and market performance.
 - Annual and seasonal sales forecasting and planning, and monthly updates on performance to achieve EBIT targets.
 - Working with global and local marketing team on annual marketing strategy, events, and brand communication strategy.
 - Territory visits and market research to ensure constant awareness of challenges and trends, working closely with product managers to drive full commercial potential of collections.
 - Business development, encouraging & supporting brand expansion with existing partners and finding new business partners where markets offer opportunity for growth.
- Dates

● International Sales Manager

Hugo Boss International Markets LTD | Aug 2015 - Jul 2017

Business Sector Position Held August 2015 – July 2017 Hugo Boss International Markets LTD 133 Baarestrasse, Zug 6300, Switzerland Fashion Wholesale & Franchise Sales Manager, Eastern Europe & CIS Markets Brand management specialist, managing the franchise & wholesale partner accounts across 10 countries.

- Analysis and reporting of partner performance. Monthly KPI and sell-through reporting to provide immediate support with changing market trends and drive positive results.
- Seasonal sales planning and forecasting down to brand-gender-line and MPG.
- Conducting sales appointments in showroom to achieve sales targets, congruent branding and product selection, aligning franchise partners to retail ensuring a coherent global message.
- Working with global & local marketing team on annual marketing strategy, events and brand communication for regions.
- Territory visits, market research, sales & product trainings.
- Business development, encouraging & supporting brand expansion with existing partners, finding new business partners, where markets offer opportunity for growth.
- Project management of new business ventures, from initial client approach to opening. Dates

● Account Manager

Burberry Limited | Apr 2014 - Aug 2015

Business Sector Position Held April 2014 – August 2015 Burberry Ltd Horseferry House, London SW1P 2AW, United Kingdom Fashion Wholesale & Franchise Account Manager – Franchise EMEA Promoted from Sales Manager for Franchise Partners EMEA menswear & accessories to Account Manager for Franchise Partners EMEA womenswear.

- Forecasting & Budgeting seasonal & replenishment orders for our franchise partners, planning for growth. Pre-buy of certain essential product categories. Making sure partners buy in line with retail brand-buy investment.
 - Monitoring stock levels and sell-through, and approaching over/under performing categories to drive sales.
 - Tracking franchise store KPIs.
 - Implementing product strategies, training and liaising between partners, VM teams, Customer Operations and Marketing.
 - Researching local trends & monitoring competitors.
 - Reviewing store plans to ensure productivity, monitoring option count to ensure partners buy to capacity and adapting store layouts to elevate brand positioning.
 - Assisting partners with all Retail Operations: from orders, logistics, training staff, brand protection, productivity.
 - Conducting showroom appointments with Key Partners, and managing a team of 2 Sales Managers and 1 Sales Administrator. Supervising all orders and making sure they are inputted and processed to SAP correctly, with minimal cancellations.
 - Running end of market, and in-season Wholesale & Retail reports.
 - Presented at the 2015 Burberry EMEA Partner Conference on the importance of outfitting and cross-selling, a concept that needs to start from the showroom buy and follows through to the point of sale. Dates
- Name & Address of Employer Business Sector Position Held
Dates Position Held Location

- **UK Brand Manager**

David Mayer Naman UK Ltd | Nov 2008 - Apr 2014

Fashion Retail

- **UK Brand Manager**

Menswear Showroom | Apr 2008 - Oct 2008

London Shopping Centre in November 2008, followed by a pop-up concept store in Box Park Shoreditch in November 2011, finally a London Flagship store in Carnaby Street in 2014.

- Oversee all visual merchandising and branding aspects of the stores, following guidelines from the VM team in Italy.
- In charge of recruiting and training all staff. Believing strongly in a personalised 1 to 1 sales approach and flawless customer service to form a loyal clientele, I train the sales team to act as "personal shoppers".
- Plan weekly staff timetables. The team varies from 12 to 18 persons between the 3 stores.
- Take care of the weekly accounting and end of month pay-roll preparations.
- Buying for the UK market from SS10, through focused sales analysis which in turn produced a 30% increase in sales.
- In charge of all press, PR and marketing activities for London. Editorial coverage includes Client Magazine, GQ, Attitude, Men's Health, Crumbs For Men, Fucking Young, Carbon Copy, Made In Shoreditch, Pink Weddings, Style, Time Out. Organising UK brand events and placement in 6 multi-brand fashion shows.
- As part of CRM strategy for London, seasonal stock orders planned every two weeks, to promote more frequent visits from customers. All customer details logged into Best Store program, and communications sent out promoting new arrivals and in-store events. I introduced loyalty schemes for customers to incentivise higher spend per visit, and a postal service for our clients coming from outside London when they are unable to visit the store.
- Highest growth figures within the company for two years running. 2012 end of year growth was 33%, growth for 2013 was 18%. Awarded manager of year in 2012 at the company's end of year event. Dates

- **Producer / Public Relations Manager**

Fuorifase Records | Jan 2004 - Apr 2008

Fuorifase Records Corso Sempione 2, 20100 Milano, Italy Recording & Phonographic Industry, Events & Marketing Producer / Public Relations Manager

- **Intern / Studio Assistant**

Meanwhile Records | Jul 2001 - Dec 2003

Meanwhile Records London & New York Recording & Phonographic Industry Intern / Studio Assistant

Education & Training

2011 - 2012

- **London College of Fashion**

Professional Development Diploma, Brand Management, Buying & Merchandising

1999 - 2001

- **Pulse Recording College**

City & Guilds, Sounds Engineering & Music Production, Levels 1, 2 & 3