



Peter Nyhan

Buying merchandising director

📍 London, UK

✔ Peter is **Available to work**

[View profile on Dweet](#)

Links

 [LinkedIn](#)

Work Preference

Location: Open to relocate

Pattern: Open to Full time or Part time work

Employment: Hourly Consulting, Permanent Positions, Freelance Assignments

Skills

Management (Advanced)

Design (Advanced)

Buying (Advanced)

Merchandising (Advanced)

Merchandising Systems (Advanced)

Sales (Advanced)

People Development (Advanced)

People Management (Advanced)

Product (Advanced)

Analitical (Advanced)

Online Development (Advanced)

Omni-Channel Marketing (Advanced)

Online Marketing (Advanced)

Luxury Goods (Advanced)

Luxury Buying (Advanced)

About

Peter Nyhan is currently founder and CEO of a small start up company called PDN London. Peter is a long term veteran of the luxury retail sector, covering department stores, stand alone designer boutiques, multinational brands. His experience covers but is not limited to, buying, merchandising, sales, wholesaling, product development, product merchandising, critical calendar management, design briefs, budgeting, quarterly reviews, people development, succession planning, managing large teams covering selling floors, buying offices and management teams. He has more than 30 years of first-hand industry experience and has held senior-level positions in several international and publicly traded companies. Peter's diversified background includes some of the most notable names in the luxury fashion and retail industries. His

specialties include buying, product merchandising, planning, product development, sourcing, finance, operations, sales, planning, marketing, HR, P&L management, store development, strategy management and a key decision maker. His experience also includes store and business development and manufacturing. While in retailing, he held senior management, merchandising and buying positions including director of buying and merchandising,

european buying director, global merchandising and buying director, Peter has also worked across many jurisdictions in , Europe, North America, Russia and the United Kingdom.

BRANDS WORKED WITH

Faconnable

Harrods

Harrods Full-Time

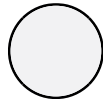
Mercury Group Russia

Pdn London

PDN London

Polo Ralph Lauren

Experience



Ceo

PDN London | Aug 2015 - Now

PDN London is a Women's start up resort wear brand. In March 2017, PDN London opened its first pop-up location, retailing a full ready to wear collection. The Collection is also available at Harrods and Selfridges as well as their respective online platforms. Currently stocked in 15 locations and growing.. www.pdnlondon.com or on insta @pdn.london see less

Managing Director

Pdn London | Mar 2015 - Now

PDN London is a Women's start up resort wear brand. In March 2017, PDN London opened its first pop-up location, retailing a full ready to wear collection. The Collection is also available at Harrods and Selfridges as well as their respective online platforms. Currently stocked in 15 locations and growing.. www.pdnlondon.com or on insta @pdn.london see less

Global Merchandising Director

Faconnable | Sep 2010 - Sep 2013

General Manager Ralph Lauren Russia

Mercury Group Russia | Jan 2008 - Jan 2010

GMM Menswear

Harrods Full-Time | Aug 2003 - Sep 2007

Luxury Retailing (Advanced)

Luxury Development (Advanced)

Direct To Consumer (Advanced)

Luxury Management (Advanced)

Budget Management (Advanced)

P&I Management (Advanced)

Balance Sheet Management (Advanced)

Pricing Negotiations (Advanced)

Pricing Strategy (Advanced)

Retail Branding (Advanced)

Retail Strategy (Advanced)

E-Commerce (Advanced)

Website Building (Advanced)

Languages

English (Native)

French (Basic)

● GMM Menswear

Harrods | Aug 2003 - Sep 2007

Reporting directly to the Managing Director, created and implemented a strategy to reshape the Mens' division. The result placed Harrods Mens at the forefront of the new emerging luxury consumer market. Increased turnover by 30% year on year. Introduced new and exciting brands to the UK market. Created quarterly sales campaigns to drive key seasonal selling. Repositioned the division to be more forward thinking in its offer and approach to selling. Renegotiated all concession contracts to increase the return per sq foot.
see less

● Buying and Merchandising Director Ralph Lauren Full Price Retail

Polo Ralph Lauren | Jan 1994 - Aug 2003