



# Florence Gibson

## About

BSc Fashion Management Student at the London College of Fashion

London, UK

[View profile on Dweet](#)

## Languages

English (Native)

Italian (Work Proficiency)

## About

A dedicated and results-driven fashion management graduate with a BSc degree from the London College of Fashion, aspiring to leverage my education and skills to excel in a buyer role. Passionate about combining trend insights, market analysis, and negotiation skills to curate an exciting product assortment and contribute to a fashion retailer's success.

### BRANDS WORKED WITH

- Bernadette Gledhill
- Gingham Palace
- House of Sunny
- Innasol and The Hearing Suite
- Paolita
- Pink City Prints

## Experience



### Wholesale Internship

House of Sunny | Oct 2022 - Feb 2023

- Assisted senior wholesalers in analysing sales data to identify trends and forecasting demands. Conducted market research and competitor analysis to inform purchasing teams. Collaborated with suppliers to negotiate terms, pricing, and delivery schedules. Contributed to assortment planning, ensuring a balanced and appealing product mix. Managing order and packing lists. Excel based formula work.



### Fashion Internship

Paolita | Jul 2022 - Oct 2022

- Attended brand collaboration buying trips, negotiated unit cost prices, identified emerging brands. Managed samples, trend forecasting. Assisted design and development decisions. Analysed Shopify data, reflecting in the merchandising of the store and website. Navigated Adobe Suite creating comms, ads, and social media. Assisted managing director.

### Fashion Internship

Gingham Palace | Jan 2022 - Nov 2022

- Created brand partnerships with rental platforms. Assisted trend forecasting, designs and development. Organised pop-up shops. Managed the UK side of the European business' operations. Created look books and styling for wholesalers. Merchandised the website and pop-ups.

### Photoshoot Assistant

Pink City Prints | Oct 2021 - Oct 2022

- Assisted photographer in location planning and sets. Supported the styling and outfit plans. Visually supported the creative operations in BTS. Using Adobe Suite to finalise images.

### Office Administration

Innasol and The Hearing Suite | Jul 2018 - Jan 2019

- Analysis sales data working on Excel. Managing marketing comms and social media, newsletter and expense claims. Completing database work, administration, and PA requirements. Organising events and appointments, working on copy for policies and procedures.

### Fashion Show Assistant

Bernadette Gledhill | Jul 2018 - Aug 2018

- Styling and dressing models. Supporting running order, show and routines. Organising event, transporting and fixing garments. Supporting comms and VIP guests. Worked alongside presenters and brands such as, Anita Rani, John Lewis, Barbour and Brook Tavener. Managing sponsor brand, Kuoni.

## Education & Training

---

2024

- **London College of Fashion, University of the Arts London**  
Bachelor of Science in Management,

2017 - 2019

- **Harrogate Grammar School**  
A-Levels,