



Paolo Trabucco

Highly experienced and motivated wholesale and retail Fashion Executive with extensive experience in the Luxury brand market

📍 London, UK

🟢 Paolo is **Available to work**

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Work Preference

Location: Not looking to relocate

Pattern: Open to Full-time work

Employment: Freelance Assignments, Permanent Positions

Skills

Retail (Advanced)

In-store Marketing (Advanced)

Merchandising (Advanced)

Supermarkets (Advanced)

Market Planning (Advanced)

Retail Category Management (Advanced)

Planogram Development (Intermediate)

Planograms (Intermediate)

Private Label (Advanced)

International Marketing (Advanced)

Online Retail (Intermediate)

Multi-channel Retail (Advanced)

Brand Development (Advanced)

About

Highly experienced and motivated wholesale and retail Fashion Executive with extensive experience in the global luxury brands market. Expertise in fashion Luxury apparel and accessories sales.

- Proven individual that has surveyed market environments and developed relationships using strong negotiating and problem solving skills.
- Conceptual team oriented leader, well versed in strategic planning, budget development and implementation.
- Strong interpersonal communication skills.
- Italian mother tongue, fluent in English and French spoken.

BRANDS WORKED WITH

- Fenwick
- InMotion Entertainment
- Pure Lifestyle

Experience



● store manager

InMotion Entertainment | May 2022 - Oct 2022

Coordinated the InMotion store opening at the Milan Malpensa Airport. Responsible for the retail sales of the store, considered one of the most cutting-edge in premium electronics including the most popular Apple, Beats by Dr.Bose, Fitbit, Mophie, Samsung, Sony brands. Greeted customers and recommended products in line with their needs. Provided strong leadership across a team of five Sales Assistants. Monitored stock replenishment. Processed deliveries from UK through CDS on line platform. Till operations. Compiled team rotas on a monthly bases.

● Certification of Airside Safety Plus Iniziale (SEA) Cyber Security Training Certificate nr. 601/2022 provided by ENAC (Italian Civil Aviation Authority). Providing support and assistance to the passengers with reduced mobility in the Milan Malpensa airport Terminal 1. Fix term contract with Adecco agency under SEA Company

| Apr 2022 - May 2022

● PRM (Passenger Reduced Mobility) attendant

| Apr 2022 - May 2022

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● Freelance Consulting

Pure Lifestyle | Sep 2021 - Dec 2021

Freelance consulting for the brand naming, web content, web site and brochure including and all the related communications with the web agency for the project of Pure Lifestyle Club.



● Sales Manager

Fenwick | Jun 2019 - May 2020

Led a team of 7 staff to drive sales and deliver exceptional customer service. Oversaw the smooth and efficient

Luxury Brand Marketing (Advanced)

Brand Management (Advanced)

Merchandise Planning (Advanced)

Languages

Italian (Native)

English (Fluent)

French (Basic)

day-to-day operation of the department. Established and built the client base. Merchandised collections on the shop floor. Briefed the team on targets, performance and daily focuses. Monitored stock replenishment.

Generated sell-through and trade reports. Compiled team rotas and processed payroll on a weekly basis.

Key achievements

- Consistently achieved corporate targets
- Managed a successful recruitment process. and selected strong Sales Consultants
- Shared expertise in visual merchandising
- Built robust professional relationships with a Luxury clientele

Education & Training

1984 - 1989

● **A Vespucci**

Diploma, Turism Operator