



John Illingworth

Retail Buying Strategist with Business Development Expertise - Ex ASOS - Apparel & Fashion

📍 London, UK

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Languages

English (Fluent)

About

With extensive experience and a proven track record in high growth businesses within the fashion industry as Head of Buying, with market experience of Luxury, Premium & Sportswear, I can add value to your business. With my teams I encourage self-improvement and independence, I identify potential and use my experience to maximize this. I collaborate across functions to drive the business forward commercially, including HR, Marketing, Legal, Accounts, Supply Chain, Sourcing – Ethical Trading and Sustainability. I am commercially, trend and market aware and place the customer at the heart of everything I do. I develop strong relationships, internally and externally alike and I am known as a strong trader & negotiator.

BRANDS WORKED WITH

ASOS.com

BestSecret

Secret Sales

Experience



● Head of Buying

BestSecret | Jun 2022 - Dec 2022

Head of Buying for 4 Depts with Annual Revenue of Euro 200M – Revenue +14% vs LY Leading and developing a team of 5 Buyers Building & owning relationships with current partners, including Polo Ralph Lauren, BOSS, Nike, Adidas Originals, Rag & Bone, Tommy Hilfiger, Gant, Lacoste - develop long term strategies and optimise new opportunities within the off-price segment. Devised and rolled out 'Brand Captain' initiative across the business. Contribution to Monthly Business Review Management of monthly OTB with Head of Merchandising Negotiation of Discounts on off-price buys – Increased Discounts by 5% Defining Elevation & On-boarding Strategy in collaboration alongside Buying Director, SVP



● Senior Business Development Manager, Secret Sales

Secret Sales | Jun 2021 - Mar 2022

Define and own product and brand on-boarding strategy onto Off-Price Marketplace platform. Approach & on-board target brands & retailers Negotiation of Commercial & Integrator Terms Manage Marketplace Integrator Relationships

● Head of Buying

ASOS.com | Jan 2016 - Jun 2021

Built and Lead Team of 24 – with 8 Direct Reports Responsible for 5 Branded Depts. with Annual Revenue of £280M Negotiated change in ASOS Trading Terms – leading to additional £10M to ASOS bottom line. Collaborating with Heads of Dept & Snr Management to create and deliver seasonal strategy to Buying & Merchandising Teams Management of Dept. KPI's alongside Head of Merchandising with individual teams – trade in/out where appropriate, OTB management & order sign off. Forming and owning relationships with Key Partners - Polo Ralph Lauren, PVH Group, Hugo Boss, Bestseller Group, Fred Perry, Barbour, Abercrombie & Fitch, Levi's - to develop long term strategies and optimise opportunities, in product, margin, price and ways of working improvements. Responsible for US Direct Brand Partner Contract Negotiations and set up. Realigned Branded Portfolio with recommendations approved by Snr Management based on agreed KPI's – delivering new full 'Head to Toe' departments that are future proof. Talent & Succession Planning – Identify and nurture the next generation of talent at ASOS. Created centralised branded 'wish list' working cross function to engage and onboard.

● Senior Buyer

ASOS.com | Jan 2014 - Jan 2016

Senior Buyer for Modern Heritage Dept – Brands included, Polo Ralph Lauren, Hugo Boss, Paul Smith, Fred Perry, Tommy Hilfiger, Barbour. First

ever MW dept to take over £2M in a single week. Worked with Marketing on Brand of the Week for ASOS.com Managed a team of three.

- **Established Buyer**

ASOS.com | Jan 2008 - Jan 2014

Buyer for Modern Heritage Menswear Dept. On-boarded Polo Ralph Lauren, Paul Smith, Lacoste, G-Star, Barbour onto ASOS Managed a team of three.

Education & Training

1995 - 1996

- **University of Teesside**

Diploma in Management Studies, Management Studies