



Elizabeth Samuels

Director or VP of Product Merchandising | Buying | Luxury | Apparel | Footwear | Accessories

📍 London, UK

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About

With over 20 years of experience in the fashion industry, I am a collaborative, passionate and strategic senior leader in product merchandising.

As the Director of Merchandising at Hunter Boot, I was a member of the senior leadership team, managed a team of 10, reported to the CEO and oversaw the global product and pricing strategy of all categories of the iconic £100M British brand. I have a proven track record of delivering growth and product innovation across multiple categories, markets, and channels.

Previously, I worked at Burberry, where I led the Women's Outerwear team, one of the most profitable and prestigious segments of the luxury label.

I have experience in working with cross-functional teams, including design, product development, marketing, supply chain, and retail, to create and execute successful product launches. I have a strong sense of the market trends, consumer preferences, and competitive landscape, and I use data and insights to inform my decisions and actions.

I am always eager to learn new skills, explore new opportunities, and collaborate with diverse and talented people.

BRANDS WORKED WITH

Hunter Boot Ltd

Burberry

Gap Inc./ Banana Republic

Gap Inc.

Experience

● Director Of Merchandising and Demand Planning

Hunter Boot Ltd | Aug 2018 - Jul 2023

Defined product strategies, pricing and margins to help deliver global financial targets of all product categories with the £100M Hunter Boots business.

Collaborated with cross-functional teams across Design, Product Development, Marketing, Retail and Wholesale to deliver products on time that met commercial requirements and advanced the strategic direction of the brand.

Managed the seasonal critical path from range planning to placement of orders.

Streamlined assortment by exiting unproductive options and reducing option counts by as much as 30%.

Acted as Director of Collaborations, aiding in negotiating contracts and product development for all Hunter collabs including Kenzo, Thames, Disney and Peppa Pig.

Helped navigate introduction of Hunter into China, including a different product mix and unique testing requirements.

Implemented and led a demand planning process designed to ensure that supply could meet the demands of the business and that the total demand was in line with financial budgets.

Set up relationships with two licensing partners, using different operating models, to provide expertise in growth categories outside of Footwear.

Member of the senior leadership team, reported to CEO and participated in weekly meetings with 10 members of SLT to discuss and review business priorities.



- **Merchandise Manager Women's Outerwear**

Burberry | Jan 2016 - Jul 2018

Gained luxury market experience by leading product strategies and global financial performance of Women's Outerwear business, Burberry's largest apparel category.

Managed rebranding of Burberry Brit and London Outerwear businesses to a unified label, culminating in a relaunch of all the Heritage trench coats.

Worked closely with regional buyers and wholesale partners to ensure corporate strategic vision was protected through their investments.

Liaised with Production team, working closely with UK based factory in Castleford, Yorkshire on production of the trench coats.



- **Merchandise Manager Women's Brit Outerwear, Denim, Jersey, Knit and Shirts**

Burberry | Mar 2013 - Jan 2016



- **Merchandise Manager Childrenswear**

Burberry | Sep 2012 - Mar 2013

- **Senior Buying Manager Banana Republic EU**

Gap Inc./ Banana Republic | May 2007 - Sep 2012

Integral member of 4 person team that successfully launched Banana Republic EU in London.

Oversaw growth of brand from 1 to 10 stores including flagship stores in Milan and Paris.

Managed pricing strategy, competitive positioning and selection of all lines of clothing and accessories for UK launch and European expansion.

Created procedures to integrate EU business into the North American pipeline process.

- **Merchandise Manager, Banana Republic Men's and Women's Accessories**

Gap Inc./ Banana Republic | Jan 2006 - May 2007

Responsible for market strategy and financial performance of US Accessories business.

- **Senior Merchandiser Gap Japan Women's Bottoms, Denim, Outerwear and Accessories**

Gap Inc. | Jan 2005 - Dec 2005

Leader in the localization and transition of Merchandising function from San Francisco to Tokyo

Education & Training

1995 - 1999

- **Princeton University**

Bachelor of Arts (B.A.),