



# Dominique Rollins

Brand and client experience consultant

📍 London, UK

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## Links

 [LinkedIn](#)

## Languages

English (Native)

## About

Experienced Personal Shopping Manager and a stylist with a demonstrated history of working in the apparel and fashion industry. Skilled in Trend Analysis, Luxury Goods, E-commerce, Retail client experience strategy, and Event Management. Manage a team of up to 30 personal shoppers, assistants and interns. Using cut data to influence selling strategy. Strong arts and design professional with a Bachelor's Degree focused in Psychology from University of Roehampton.

### BRANDS WORKED WITH

THE YES

BRWN\_PAPR

Brwn Papr Styling

Threads Styling Ltd.

Farfetch

NET-A-PORTER.COM

TOPSHOP TOPMAN

## Experience



### ● Stylist Consultant

THE YES | Jan 2020 - Jan 2022

Providing expert advice and support on Style and Customer experience with The Yes development team

### ● Owner

BRWN\_PAPR | Jan 2019 - Now

BRWN\_PAPR aims to support fashion brands and service led companies with B2B and B2C opportunities.

- Business strategy
- New business development
- Client experience / relations
- Acquisition and Retention
- Project management
- Wholesale
- VIP / STYLING
- Trunk show and sales support
- Social media management
- Recruitment and training

### ● Owner

Brwn Papr Styling | Oct 2009 - Now

Working directly with high profile and HNW individuals in the entertainment industry for promotional press tours and red carpet events

### ● Personal Shopping Manager

Threads Styling Ltd. | Jan 2017 - Nov 2018

- Managing a team of Personal Shoppers, Assistants and sales interns
- Using data to drive performance, set individual and team targets
- Particularly focussing on Conversion, retention and AOVs per quarter
- Developing chat scripts/ quick responses for frequent incoming enquiries
- Coaching and mentoring sales team with a dedicated focus on training and development of all levels
- Driving year on year increases in team sales and customer acquisition numbers in line with business plan,
- Motivating the teams to achieve this through positive leadership and a heavily data driven approach.
- Continually seek to personalise the individual experience of customers shopping through the team.
- Devising and developing new and interesting ways to engage clients on chat based platforms
- Entertaining and overseeing Client appointments
- Organising and leading shopping trips globally to support clients needs of accessing the newest and most interesting luxury product



- **Senior Private Client Executive**

Farfetch | Jan 2015 - Jan 2017

- Managing a high net-worth client base specifically looking after the middle east and African regions.
- Curating editorialised product content - driving interest and sales
- Managing special and pre-order sales
- Strategic planning for retention and acquisition in given regions
- Created and accomplished a new Private Client event format focussing on emerging cities to engage new clients and drive sales (pre-order mainly)
- Collaborating with several departments creating the Private Client App
- Working directly with boutique partners and brands to improve product offering for our Private Client members
- One to one styling appointments/ Wardrobe management
- Forging relationships and working closely with key luxury concierge and personal shoppers to expand client base
- Travelling to key regions to represent Farfetch Private Client, maintain relationships with existing members and to explore from a competitive angle and facilitate Private Client events

- **Personal Shopper**

NET-A-PORTER.COM | Dec 2010 - Jan 2015

Currently I provide a luxury personal shopping service for high net worth individuals.

- **Style Advisor (Personal Shopper)**

TOPSHOP TOPMAN | Oct 2008 - Dec 2010

## Education & Training

2004 - 2007

- **University of Roehampton**

Bachelor's Degree,