



Ivy Fu

Digital luxury sales expert | ex-Farfetch, Net-a-Porter, Selfridges

London, UK

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Links

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Languages

Chinese (Fluent)

English (Fluent)

Japanese (Basic)

About

I am an customer centric leader in luxury and ecommerce with particular focus on developing effective omnichannel customer engagement and clienteling strategy to drive customer loyalty and commercial revenue,

I have experience working in both established companies and start-ups to help them to achieve their commercial and CRM goals.

BRANDS WORKED WITH

- Avant Arte
- DFS Group Limited
- Farfetch
- INmagazine
- Selfridges
- YOOX NET-A-PORTER GROUP
- SECOO

Experience



Customer Engagement Consultant

Selfridges | Jul 2021 - Dec 2022

I joined Selfridges as contract consultant when they planned to introduce a new digital personal shopping service focused on Greater China and Middle East. I offered strategic advice and guidance on customer engagement, clienteling, Salesforce integration, team recruitment and management for launch



Head of Sales

Avant Arte | Jun 2020 - Feb 2023

Avant Arte is an e-commerce platform for limited art editions by the world's finest contemporary artists (price range: £300 - £40,000). I was the first hire to build the department from scratch. During my tenure, I led the team to achieve sales and clienteling targets.

- Responsible for overall sales and customer engagement strategy.
- Provided data-driven insights and directions for art advisors in online and offline client outreach and relationship building for each release.
- Worked closely with the co-founder to develop and execute VIP strategy.
- Planned and executed offline experiences to build brand image and drive customer engagement including exhibitions, events, personalised tours, art advisory service.
- Ownership of CRM tools; implemented Hubspot and Metabase to facilitate clienteling activities.
- In partnership with internal stakeholders to create customer feedback loop with the goal to acquire new clients and retain existing clients.
- Recruited and managed a team of 7 FTEs.

Director of VIP

SECOO | Apr 2018 - Dec 2019

Secoo is an omnichannel luxury lifestyle platform based in China with over 6 million active customers. Following its IPO on Nasdaq, I was recruited by the CEO in this newly created role to own the customer strategy and execution.

- Ownership of customer engagement and loyalty; responsible for customer retention and customer segment growth.
- Worked with data team to analyse existing customer database; identified customer touch points to plan online and offline outreach activities to engage with existing and potential VIPs.
- Led training programs for store staff in Beijing, Shanghai and Chengdu on clienteling and customer service.
- Recruited and managed a team of 5 FTEs.



● Senior Private Client Manager - Greater China & Asia

Farfetch | Oct 2015 - Apr 2018

I joined Farfetch when it opened new offices in China and Hong Kong to build the private client department from scratch, covering Greater China and Asia (ex. Japan & Korea).

- Full ownership of the private client business in the region; designed and implemented strategy plans in VIP acquisition, engagement and retention through online and offline channels.
- Provided regular coaching for personal shoppers on clienteling and consultative sales.
- Worked closely with internal stakeholders to continuously improve customer experience; partnered with Training department to design a comprehensive training plan including onboarding and ongoing refresher training.
- Exceeded targets by over 10% for two consecutive years (triple-digit growth), delivering £36 million GMV; exceeded customer acquisition and retention targets.
- Recruited and managed 16 FTEs.



● Personal Shopper - Greater China & Asia Pacific

YOOX NET-A-PORTER GROUP | Apr 2013 - Oct 2015

joined Net-a-Porter when it opened a new office in Hong Kong as their first personal shopper. I was transferred to Shanghai in 2014 to lead client development initiatives in China.

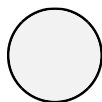
- Developed and managed an active VIP client book of over 250 clients across Asia.
- Utilised customer data, digital channels, face-to-face appointments and events to pro-active outreach and engage with VIP clients
- Top sales performer for two consecutive years, delivering US\$5 million net revenue.

● Retail Marketing Coordinator

DFS Group Limited | Mar 2009 - Apr 2013

DFS Group is a Hong Kong-based luxury travel retailer under LVMH Group (Moët Hennessy Louis Vuitton). I was based in Hong Kong International Airport.

- Coordinated all retail marketing activities and visual merchandising plans for over 40 stores (fashion boutiques, duty-free liquor & tobacco, beauty, general merchandise).
- Managed relationships with third parties, e.g. Airport Authority and airport lounges to drive store traffic.
- Took on an additional role in business development to produce bilingual tender documents for new retail spaces. Following the winning of the bid, I was appointed as store opening coordinator for 38 stores across 80,000 square feet at Hong Kong International Airport.



● Reporter

INmagazine | Jan 2008 - Mar 2009

InMagazine was a bilingual fashion-lifestyle monthly magazine distributed in Hong Kong and China. I wrote articles and advertorials in Chinese and English. Articles covered fashion, culture and design; advertorials included luxury brands, shopping malls and tourism boards.

Education & Training

● HKUST Business School

Bachelor,