



# Nadiah Shukri

Commercial Strategy • Buying & Merchandising

London, UK

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## Languages

- English (Fluent)
- Italian (Fluent)
- Spanish (Basic)
- French (Basic)
- Malay (Basic)

## About

Highly driven professional with over 12 years of luxury merchandising, buying, and commercial experience across multiple categories including accessories, ready to wear, and lifestyle. Extensive background in DTC, B2B, and marketplace business models across established department stores, e-commerce pure players, and start-up platforms. Strong project management skills combined with excellent stakeholder management abilities. Forward thinking and conscious leader with a focus on growth and sustainability.

### BRANDS WORKED WITH

- Browns Fashion
- CULT MIA
- Debenhams
- Dmcasting
- Rotaro
- Fenwick

## Experience



### Senior Buyer

Fenwick | Jan 2024 - Now

- Senior buyer responsible for luxury repositioning and growth strategy at Fenwick
- Budget management of £10m seasonal open to buys with consistent double-digit growth
- Business Development Lead securing the successful launch of 9 new designer brands including Versace, Balmain, Stella McCartney, Dsquared, Lemaire, Issey Miyake, Rabanne, Isabel Marant, and Zimmermann across ready to wear, bags, and accessories
- Management of multiple departments and teams including Designer, Bridge, Contemporary, Denim, Resortwear, and Activewear



### Chief of Staff

CULT MIA | May 2023 - Nov 2023

- Responsible for leading commercial strategy, managing company P&L, strategic partnerships, and business operations
- Successfully demonstrated leadership of all business verticals including brand partnerships, merchandising, e-commerce, marketing (paid and organic)



### Head of Commercial

Rotaro | Jan 2023 - May 2023

- Promoted to Head of Commercial
- Successfully launched Rotaro luxury fashion rental concession in Liberty London
- Responsible for new venture ROI analysis and building joint business plans with partners to maximise profitability and drive mutual growth
- Responsible for managing key external and internal stakeholder relationships, including C-Suite team
- Responsible for creating and presenting quarterly business reviews to partners, investors, and C-Suite team



### Brand Partnerships Manager

Rotaro | Jun 2022 - Dec 2022

- Head hunted to join the business as Brand Partnerships Manager
- Successful conception and execution of Rotaro's luxury fashion rental commercial strategy
- Successful renegotiation of contracts that improved profitability and secured a +15% increase in margin within one month of joining the business
- Provided strategic support to brand partners expanding into the circu-

lar economy while driving revenue, sustainability credentials, community engagement and storytelling



## ● Buyer

Browns Fashion | Jan 2020 - Jun 2022

- Budget management of £6m seasonal open to buys with consistent double-digit growth of Accessories and triple-digit growth of Lifestyle departments
- Consistently generated multimillion pound sales while improving margin by +2% YoY on Accessories and by +3% YoY on Lifestyle
- Successfully built the Women's Resortwear and Lingerie departments from the ground up and created new revenue streams by introducing multiple new categories to the business
- Budget management of multimillion open to buys that achieved double-digit growth for Resortwear and triple-digit growth for Lingerie
- Consistently generated multimillion pound sales and overachieved business targets
- Devised and executed strategies to promote growth and increased department profit by +120% YoY while improving margin by +4% YoY
- Relationship and commercial management of over 200 brands including key accounts such as Prada, Celine, Saint Laurent, Gucci, and Bottega Veneta, amongst others
- Line manager and mentor to 5 person team of Assistant Buyer, Buying Admin Assistants and interns
- Browns internal business representative for sustainable practices



## ● Assistant Buyer

Browns Fashion | May 2018 - Dec 2019

- Successfully promoted to Assistant Buyer
- Profitable financial and strategic ownership of 35% of department brands
- Independently and successfully managed all department strategic trade actions in season
- Management of Buying Admin Assistants and interns



## ● Buying Assistant

Browns Fashion | Aug 2017 - Apr 2018

- Responsible for delivery management, warehouse queries and PO raising
- Management of cross department functions including finance, marketing, editorial and e-commerce



## ● Buying Assistant

Debenhams | May 2016 - Jul 2017

- Management of department critical path, samples, and fittings
- Management of cross department functions

## ● Casting and Production Senior Associate

Dmcasting | Jun 2012 - Jul 2015

- Senior Associate to Casting Director Piergiorgio Del Moro
- Management of cast for runway shows and campaigns for a portfolio of brands including Versace, Fendi, Max Mara, Philosophy, and stylists such as Carine Roitfeld, Clare Richardson, and Giovanna Battaglia Engelbert