



# Max Summerskill

Product Director | Independent Consultant | Experienced across product development, sourcing, production, design, quality management | Luxury | High end | Menswear | Accessories

London, UK

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## Links

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## Languages

English (Fluent)

## About

I am an accomplished Product Director with over 25 years experience and a proven track record working for both large corporations and a more recent focus on consultancy and freelance projects with SMEs and start ups. Demonstrated ability to effectively manage the entire product development lifecycle with extensive product development, sourcing, production, and quality management experience across men's ready to wear and accessories.

Adept at developing strategy, managing calendar, set brief, margin and European/Asian supply bases. Strong history of leading large cross-functional teams and managing the critical path to deliver top-quality collections on time and on budget.

My approach is both organised and pragmatic to deliver innovative, relevant and profitable solutions, on time and to brief. For larger projects, I have the ability to draw on a versatile network of talent owing to an extensive international contact list extending across all areas of the luxury & high end menswear and accessories industry.

### BRANDS WORKED WITH

- Alfred Dunhill
- Belstaff
- Connolly
- Crumpler
- ECCO Shoes
- Hackett London
- Head of Menswear Buying & Product Development
- MR PORTER
- Product Director - Menswear & Accessories
- Spoke London
- T.M.Lewin
- Trinity Group
- Trunk Clothiers

## Experience



### ● Product Development & Production Director

Connolly | Jul 2015 - Now

Working with the owner since the re-launch of the brand in 2016 on all aspects of the business. From sourcing through to distribution and ecommerce.

Brand Building | Strategic Planning | Pricing | Sourcing | Supplier Management | Product Development | Retail | Wholesale | Contract Negotiation | Critical Path Management | Budget Management

<http://www.connollyengland.com>



### ● Product Development Consultant

T.M.Lewin | Jun 2018 - Apr 2020

Brought in by the previous CEO and owners to revitalise their casualwear offer.

Design | Product Development | Styling |

<https://nicolarusted.myportfolio.com/tm-lewin>



### ● Brand Development Consultant

Trunk Clothiers | Jun 2017 - Oct 2018

Set up the supply base and product range for the Trunk own brand offer for clothing & leathersgoods.

Sourcing | Supplier Management | Design | Product Development | Critical Path Management | Budget Management

<https://www.trunkclothiers.com>



## ● Product Development Consultant - Kingsman Collection

MR PORTER | Jun 2017 - Jan 2018

Development of leathergoods for the Kingsman collection.

Sourcing | Supplier Management | Product Development | Critical Path Management | Budget Management

<https://www.mrporter.com/>



## ● Brand Strategy Consultant

Trinity Group | Jun 2015 - Mar 2017

Developed a strategy and then managed the development of leathergoods for the Gieves & Hawkes, Cerruti and Kent & Curwen brands.



## ● Creative Consultant

Crumpler | May 2015 - Sep 2016

<https://www.crumpler.com/au/>



## ● Brand Strategy Consultant

ECCO Shoes | May 2015 - Sep 2015

Developed a strategy for the introduction of golfwear to the Ecco brand. Leveraging their expertise and success in the hybrid golf shoe market. Drawing on my previous experience of managing the Dunhill Links brand.



## ● Business Development Consultant

Belstaff | Feb 2015 - Jun 2015

Develop and deliver a leathergoods and accessories strategy in line with CEO's brief.



## ● Product Director - Menswear & Accessories

Alfred Dunhill | Apr 2012 - Jan 2015

Oversaw design, product development and sourcing team of 23 for all men's RTW and leather accessories, from concept through to delivery, with full P&L ownership. Developed and implement a coherent theme and vision across all product areas for seasonal collections while maintaining alignment with short-term and long-term objectives. Create and manage category and seasonal calendars, with a consistent record of meeting schedule, sales, and margin targets.



## ● Product Director - Menswear & Accessories

Alfred Dunhill | Jan 2011 - Dec 2014

Managed design, product development, sourcing, quality management, and production of large and small leather goods, belts, and shoes. Consistently met or exceeded year-end sales and margin targets. Collaborated with merchandising team to produce innovative and commercial collections, aligned with brand heritage.

## ● General Manager - Leathergoods

Product Director - Menswear & Accessories | Oct 2006 - Jan 2011

Managed design, product development, sourcing, quality management, and production of large and small leather goods, belts, and shoes. Consistently met or exceeded year-end sales and margin targets. Collaborated with merchandising team to produce innovative and commercial collections, aligned with brand heritage.

- Developed and maintained 'pillar' collections within the large and small leather collections, which continue to drive the category forward – achieving double-digit annual growth in recent years.
- Re-focused the design strategy and consolidated the range plan to make fewer SKUs work harder.
- Established and managed a broad range of reliable European and Asian suppliers; negotiated costs to achieve significant margin advantages and maintain world pricing strategy.

- Managed critical path to deliver new collections in line with worldwide launch calendar, and presented collections at regional selling shows.



- **General Manager - Menswear and Accessories Merchandising Asia Pacific**

Alfred Dunhill | Oct 2002 - Sep 2006

Developed, implemented, and managed retail/wholesale range plans for menswear, leathersgoods, accessories, and travel retail throughout Asia Pacific local and regional markets.

- Determined appropriate regional pricing structure for all products and partnered with markets to manage the seasonal menswear open to buys.
- Managed launch strategies and quantities for new product introductions, directed merchandising set up for new store launches, and managed/developed all Dunhill licensed products.
- Managed training programmes, quality control, and seasonal selling shows for Asia Pacific region.
- Oversaw regional 'Dunhill Custom' service offered in 30 regional retail stores.



- **Head of Menswear Buying & Product Development**

Hackett London | Jul 1999 - Sep 2002

Managed design, development, sourcing, and quality of all product categories, and oversaw custom tailoring business. Developed and implemented seasonal product strategy, philosophy, and colour stories, ensuring coherent collection with alignment between all product areas. Managed supply base in Europe and China.



- **Head of Buying**

Hackett London | Jun 1995 - Jul 2002

Developed product areas in accordance with brief set, consistently achieving margin and cost targets. Attended trade shows and markets to prepare seasonal analyses of current market and competitor trends.

- Managed supply base and collaborated with fabric suppliers to develop exclusive designs.
- Arranged and presented seasonal product training brief to all retail staff and wholesale managers.

- **Buyer/Product Developer - Mens Tailoring, Wovens, and accessories**

Head of Menswear Buying & Product Development | Jun 1995 - Jun 1999

Developed product areas in accordance with brief set, consistently achieving margin and cost targets. Attended trade shows and markets to prepare seasonal analyses of current market and competitor trends.

- Managed supply base and collaborated with fabric suppliers to develop exclusive designs.
- Arranged and presented seasonal product training brief to all retail staff and wholesale managers.

- **Product Development Director**

Spoke London | Nov 2022 - Now