

# Ciaran Cushna- han

Wholesale Manager EMEA

📍 London, UK

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## Languages

English (Fluent)

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## About

A commercially driven leader with 20+ years' experience in the fashion and apparel industry. I have a proven track record in the design and delivery of strategies to grow brands into market leaders. Along with a passionate approach to introducing luxury and sportswear brands to the UK, European and international markets.

### BRANDS WORKED WITH

- Agency | Schiesser Revival & Adidas, Tony1923
- Bikeworks Ltd
- DAY Birger et Mikkelsen
- Egomark London
- Emea | Knomo
- Gant Ab Uk
- Global Design & Innovation Limited
- JD GROUP
- Puma Uk Ltd
- Strand Lifestyle Ltd
- Wolsey Ltd

## Experience

- **Key Account Manager**  
Puma Uk Ltd |  
Clothing & Footwear Buyer Cruise
- **Wholesale**  
Strand Lifestyle Ltd |
- **Wholesale Manager**  
Emea | Knomo | May 2022 - Sep 2022  
Working with key accounts – Harrods, Selfridges, JLP to drive this lifestyle Accessories brand, Looking after the International markets working with my Distributors/Agents – Germany, France, Nordics , Apac
- **Sales Manager (Freelance) | Concrete-concept**  
Agency | Schiesser Revival & Adidas, Tony1923 | Apr 2021 - May 2022  
Relaunching Schiesser Revival with this new multi-brand agency and working with Key accounts (YNAP, Browns, Matches). Also delivering the new Adidas underwear collection to the UK market for FW22, working on new streetwear line TONY1923 to execute into Browns and Selfridges for an exclusive launch.
- **Delivery Rider (Free-lance)**  
Bikeworks Ltd | Aug 2020 - Apr 2021  
Helping deliver Covid Kits to people in the Tower Hamlets and Waltham Forest areas.
- **Consultant**  
Gant Ab Uk | Jul 2020 - Aug 2020  
Freelance consultancy service to support GANT Sales Director to develop sales strategy to launch two exclusive collaborations projects within UK market – GANT X Diemme & GANT X Luke Edward hall.
- **Sales Manager**  
Global Design & Innovation Limited | Oct 2019 - Jun 2020  
Appointed by CEO to grow turnover for MASTRUM and re-launch Bon-  
neville menswear brand within UK market.  
•Successfully implemented a targeted sales campaign targeting key ac-  
counts taking account base from 40 to 95 and sales from £1M to £1.6M  
for Spring/Summer 2020 season.  
•Key account management: Pockets, END , JD group , Flannels , Mainline  
•Opened Key Account business with Tessuti Menswear (JD Group) cov-  
ering all doors with a budget of £250k first order.

## ● Head of GANT Rugger & Footwear

Gant Ab Uk | Jun 2014 - Sep 2019

GANT is a lifestyle brand, with an American Sportswear heritage, offering contemporary high-quality casual wear. The brand enjoys a global presence in over 60 countries, with over 700 stores and 4,000 selected retailers including Harrods, John Lewis, and House of Fraser in the UK. Initially appointed as National Account manager then promoted to Head of Footwear where I was responsible for leading a team and overseeing key UK & international accounts.

- Set up an innovative business planning and management system with 3-year forecasting which resulted in establishing Gant Rugger as a leading top tier brand.
- Delivered Brand presentations to Key accounts and formalised training programs with our partners.
- Worked closely with Asos and Next to launch GANT Footwear and drive sales.
- Led the management of key accounts forging relationships with premium retailers including House of Fraser, John Lewis, Mr Porter, Matches, ASOS and Harvey Nichols to achieve a turnover more than £4.5M.
- Led the Sales team and revised operational processes to manage budgets and drive revenue to deliver agreed sales targets.
- Mapped and targeted new territories to establish accounts with international retailers such as Le Bon Marche, NK Stockholm, Peek & Cloppenburg.

## ● Head of Apparel and Accessories

Wolsey Ltd | Nov 2011 - Apr 2014

Established in 1755, Wolsey is the oldest British Menswear brand built on design and quality. I was recruited to revitalise and build this iconic brand into a UK market leader, managing a sales team introducing them to the wholesale market.

- Devised sales and marketing strategy achieving account growth from 0 accounts to 90 in the first season, launching in top UK & Eire Strategic accounts including Harvey Nichols, Cruise, Matches and MrPorter.
- Delivering Brand bible and presentations to our retail partners.
- Responsible for managing key accounts achieving a turnover of £1.5M in two seasons.
- Identified opportunities to develop new revenue streams through product placement with distributors and agents in Northern Europe.



## ● Sales Manager

JD GROUP | Dec 2009 - Jan 2011

Directed this streetwear brand Nanny State into a market-leader when it was bought out by JD Group in 2011, I acted as a consultant during the handover period, ensuring a smooth transition for customers.

- Pro-actively engaged with key accounts and image independents including Office, Size, Topshop, Twimar, Selfridges and Harrods, growing the account base by 50% with a turnover more than £1.2M.
- Worked closely with ASOS to drive brand awareness resulting in an 85% increase in sales.



## ● Sales Manager

DAY Birger et Mikkelsen | Jun 2007 - Sep 2009

DAY Birger et Mikkelsen has grown to become a global design presence available in over 1,000 points of sale, across 25 countries. Directly reporting to senior management, I was responsible for introducing the men's lifestyle brand to the UK Market and working with the Danish design team to develop new product categories.

- Successfully implemented marketing campaign targeting premium image independents growing accounts by 50% and increasing turnover by 200% to £700K in the first year.
- Led the sales team to exceed forecasted sales targets through introduction of KPI tracking resulting in a 35% sales increase in season 2.
- Established new relationship with ASOS as online brand partner growing the account from £10k to orders more than £40K per season.
- Business Development and planning with Key accounts to drive forecast budgets.



## ● Sales Manager

Egomark London | May 2006 - Jun 2007

EGOMARK/LONDON is one of the leading fashion agencies and distributors within the UK. I was responsible for all aspects of distribution and sales for brands including Marithe Francois + Girbaud, Kenzo Homme Denim and Cerruti 1881.

- Developed distribution strategies and worked with leading department stores such as Harrods and Selfridges with budgets more than £4.5M per annum.
- Secured Kenzo Homme account devising a business plan to distribute in the UK & Eire markets, increasing the number of accounts by 40% in the first season. Increased turnover of Marithe Francios + Girbaud from £300K to £1.6M in one year.
- Implemented sales procedures for Sales Managers to improve planning, after sales and report procedures.