



# Henrietta Wai Yi Lai

I know very well production procedure. Follow up sample & production, costing, order fabric, trims. Thank you

📍 Swindon, UK

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## Languages

English (Work Proficiency)

Cantonese (Fluent)

Mandarin (Fluent)

## About

Experienced Merchandising Manager with a strong background in retail production and customer program development. Fluent in English, Cantonese, and Mandarin. Proven ability to manage quality control, negotiate prices, and ensure timely delivery in dynamic environments.

### BRANDS WORKED WITH

Crowner Industry Limited

Hillways Trading Limited

Wing Wing Trading Limited

## Experience

### ● Merchandising Manager

Hillways Trading Limited | Jan 2003 - Jan 2019

Responsible for sample & bulk production for USA and Italy clients: Developed successful customers' program, work with designer. Checked 1st proto and dups comment to ensure the fit sample is correct. Negotiated price quotation and production lead time with factory in FOB or CMT basis. Raise fabric & trims order to supplier for sample and production. Work closely with fabric/trims supplier and factory with quality standard and keep delivery on time. Monitored the garment production to ensure quality and delivery on time.

### ● Marketing Manager

Crowner Industry Limited | Jan 2001 - Jan 2002

Presenting products in Europe exhibition to explore and extend business to Euro markets. Prepared new idea of color, fabric, zipper, button for customer selection. Visited customer to discuss new trend for next collection. Created denim washing panel with new denim fabrication. Raise fabric order and send bulk fabric swatch for testing. Work closely with production team in China factory. Update fabric stock and shipment schedule every day.

### ● Design Director

Wing Wing Trading Limited | Jan 1992 - Jan 1999

blouses and trousers. Communicated with designer and buyer for sample detail by email. Monitored sample room for making sample. Responsible for checking sample and production quality. Researched for new fabrication, laces trimming, stones, sequins and buttons. Raise sample length for 1st sample. Prepare size grading chart for production. Raise fabric order for production. Work with customer for fitting sample. Reserved production capacity with factory every season. Chase fabrics & trims order progress on delivery schedule. Promoted from Senior Merchandiser to Merchandising Manager in 1994 and then promoted to Design Director in 1997.