



Eleni Tsiofa

Aspiring and highly motivated entry level Accessories Designer looking to become part of a creative team.

[View profile on Dweet](#)

Languages

English (Native)

Greek (Native)

Spanish (Basic)

About

With a strong background at Selfridges as Brand Manager for COMME des GARÇONS, I specialise in merchandising, integrating customer feedback, and leading teams. Passionate about elevating brand presence and ensuring top-notch product knowledge on the shop floor.

BRANDS WORKED WITH

Selfridges

SCOTRIA

Tiffany & Co.

Argiris Hairshop

Experience



● Brand Manager Comme des Garçons

Selfridges | Aug 2023 - Now

Brand ambassador of COMME des GARÇONS within Selfridges. Delivering expert knowledge about the brand and product lines. Making sure products are merchandised and looked after according to the brand's guidelines and values.

- Providing weekly reports to the brand including trade performance, visual merchandising updates, customer feedback and product performance.

Updating the brand about needs for specific lines or styles.

- Floor walk with Visual Merchandising and Buying and Merchandising to manage and maintain best sellers and stock risks, future plans for coming collections and follow up on agreed actions. As well as communicate customers' feedback, product performance on the floor and act as liaison with the brand.

- Embedded a culture within my department and division that supports the "Prep / Perfect / Perform".

- Taking responsibility for the main Mens' Pop up space hosting new capsule and exclusive collections from a variety of brand such as Giorgio Armani, Zegna x The elder statesman, The elder statesman, Entire studios by keeping in communication with the brands about product trainings, stock efficiency, visual standards and customer feedback.

- Managing and supporting the team's needs in terms of performance, stock availability, training on new seasons, product lines, materials, styling needs such as fittings and alterations.

● Accessories Designer

| Feb 2023 - Now

- Using creative ability to design exciting and unique designs for production including creating seasonal trends and materials boards.

- Developing collections and ranges derived from original designs curated to the season, trends, and commercial needs.

- Developing a library of suppliers for materials (leather, hardware, trimmings, miscellaneous) by attending leading trade shows and researching, contacting and creating relationships with local and European suppliers.
- Creating a variety of samples based on traditional and contemporary techniques. Organised in surface samples, construction, samples and trimmings & decorative samples.

- Developing and finalising patterns for samples and final prototypes.

- Completing technical drawings and packages ready for use and production.

- Creating a collection of digital designs and supporting patterns



● Studio & Design Assistant

SCOTRIA | Sep 2020 - Sep 2021

Involved in design and development process for the AW22/23

- Created initial samples to send to factories and supporting technical packages.

- Conducted production assembly tasks to contribute to efficient workflow.

- Managed studio organization, ensuring an optimal working environment.

- Executed digital tasks using Adobe Illustrator, Photoshop, and InDe-

sign.

- Conducted market and trend research to inform creative and strategic decisions.
- Responsible for sourcing materials and liaising with suppliers.
- Created and managed purchase orders and supplier orders on Zedonk platform.
- Conducted quality checks on materials to uphold product standards.
- Coordinated and arranged deliveries/bookings for seamless operations.

- **E-commerce Coordinator**

Argiris Hairshop | May 2020 - Sep 2021

Responsible for managing and optimizing a small business online sales platforms. Oversaw the daily operations of e-commerce sites, to enhance customer experience, and implement strategies to increase online revenue.

Education & Training

- 2018 - 2022 ● **London College of Fashion (UAL)**
Bachelor of Arts, Bags & Accessories Design and Product Development
- 2017 - 2018 ● **London Metropolitan University**
Foundation Diploma, Fashion & Art
- 2012 - 2017 ● **University of Ioannina, Greece**
Bachelor of Science , Biotechnology