



Jo Watts

Buying

London, UK

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Languages

English (Native)

About

Over 10 years experience in selection buying working in the fashion sector with some of the worlds most renowned premium and luxury fashion brands.

My in-depth knowledge built across Off price buying at Cocosa was the foundation of my buying career. Connecting with the brands and building relationships allowed us to have continued and long standing successful partnerships.

One of my core strengths is negotiating during the acquisition of brands, along with strategising a plan to offer great brand adjacencies and fabulous STR %.

My diverse experience spreads across full price and off price fashion within e-commerce and traditional stores.

I am not afraid of new challenges and am looking to further develop my career.

BRANDS WORKED WITH

- Base Fashion
- Burberry
- Cocosa
- Exsurgo Specialist Retail & Consumer Recruitment
- Reiss
- Secret Sales

Experience

Buyer

Base Fashion | Jul 2016 - Mar 2019

Senior buyer, reporting into CEO. Full responsibility of OTB and buying department, including new brands. Managing a team of a buyer, two assistants and a merchandiser. Implementing new buying processes that were company wide.

Consultant

Exsurgo Specialist Retail & Consumer Recruitment | Nov 2015 - Jul 2016



Assistant Merchandiser/ Buying

Burberry | Aug 2014 - Nov 2015

Working within the global buying department for the London and Porsum collections. Presenting to the regional buyers Working on pricing.

Assistant Buyer/ Buyer

Cocosa | Aug 2012 - Nov 2014

Working across departments but mainly womens RTW & Lingerie & Swim. Reporting initially to the buyer and then directly to the buying director. Control of OTB with sign off from buying director, in charge of squaring new brands and developing relationships with existing ones. Selecting the Collections for the flash sales and liaising with other teams to make sure that the content was shot and presented correctly. Profit margin and sale through predictions, mark down strategies. Was pretty much responsible for the full buying cycle. Negotiating terms and conditions of sales with brands. Working with brands on exclusive cuts as well as squaring their excess inventory.

Sales Assistant

Reiss | May 2010 - Oct 2012



- **Junior buyer footwear**

Secret Sales | Mar 2015 - Nov 2015

Was part of the footwear buying team reporting into the senior footwear buyer. Bought off price branded footwear.

Education & Training

2008 - 2012

- **London College of Fashion**

BA (HONS), Fashion Design Development