



Anne Heneghan

Senior Luxury Sales Advisor

36 Playfield Cres, London SE22 8QS, UK

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Languages

- English (Fluent)
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About

I am a creative and confident senior sales stylist with many years' experiences within luxury retail and designer brands and committed to providing the best in customer care. I have experience in various aspects of retail including sales, styling, liaising with regular clientele, visual merchandising, processing online orders and organisation of in-store fashion shows and events. I enjoy working within a fast-paced environment and possess excellent communication skills working well both independently and within a team.

BRANDS WORKED WITH

- Louise Kennedy Flagship Boutique
- MaxMara Flagship Store, Old
- MatchesFashion.com MaxMara Franchise
- Pinky Blue Knightsbridge London
- Bambino Marylebone London

Experience

● Senior Stylist and Brand Ambassador

Louise Kennedy Flagship Boutique | Aug 2018 - Now

Joining the sales team, I have brought a great deal of experience to this role representing the Louise Kennedy brand. Skilled in personal and wardrobe styling as well as trend analysis and forecasting, I possess a strong understanding of current brands and trends. Consistently demonstrating a strong and professional approach I am capable and able to build capsule wardrobes. Dressing my regular clients, by selling multiple pieces each season, I have managed to build up a strong client book in my time there.

● Senior Sales Stylist

MaxMara Flagship Store, Old | Aug 2017 - Aug 2018

Joining the newly opened flagship store I continued to work with the MaxMara brand for a further twelve months. My main role within the Italian flagship store was to strengthen relations with the existing clients, as well as developing and securing a new client base, selling key pieces and maximizing sales.

I continued to build capsule wardrobes for my regular clients, offering expert styling guidance, thus making multiple sales and overachieving my sales targets and importantly exceeding the average units per transaction. I also had a strong focus on maintaining relationships with my existing regular clients from Wimbledon, hosting instore private events which included shopping breakfasts and lunch appointments. During my time there I was sent on a training course for bridal wear and occasion dressing being held at MaxMara HQ in Italy.

● Senior Sales Consultant & Stylist

MatchesFashion.com MaxMara Franchise | Sep 2007 - Jul 2017

In addition to the above, I continued to attend events and functions held at the Matches private shopping house in London, as well as instore and across the Matches Fashion Group, successfully placing orders through the newly created Matches client app. I was quickly able to develop a loyal client base by managing a more effective 1-2-1 personal shopping style approach. I was proven to be the most consistent 'highest seller' within my role at MaxMara Wimbledon over a five-year period, continually exceeding sales targets. I twice received excellent feedback upon from being the target of a 'mystery shopper' throughout the MatchesFashion.com group. I left this role after the closure of the franchise.

● Sales Executive

Pinky Blue Knightsbridge London | Jan 1987 - Jan 2004

This role was within a children's luxury designer wear boutique. I was firstly based in Knightsbridge, then relocating to the St. Johns Wood branch. I regularly had sole responsibility of the boutique together with

my general sales duties which included selling, visual merchandising and regular rotation of stock to promote maximum sales and maintaining the shop image.