



Ruben Canico

Ambitious, motivated and eager to grow I enjoy working in a team whilst also contributing with solo efforts.

📍 London, UK

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Languages

English (Fluent)

Portuguese (Native)

Spanish (Fluent)

About

Experienced, fashion savvy, adaptable and commercial mind oriented I worked from an early age in our family owned businesses (fashion boutique, food store & real estate) supporting in all aspects of the companies, from sales to purchasing, visual merchandising and social media platforms. My skillset has then broadened when moving to the UK, experiencing a fast-paced fashion industry. Starting out in retail at Harrods I have progressed gradually within the luxury industry and currently occupy the role of Assistant Buyer within the Menswear buying division.

BRANDS WORKED WITH

Givenchy

Harrods

Experience



● Assistant Buyer – Contemporary, Shoes & Accessories

Harrods | Jan 2022 - Now

Working in a fast paced Omnichannel environment the Contemporary department houses the most brands in the Men's Division, consisting of a mix of Own Bought and Concession brands across 5 rooms in Store, 4 terminals (Heathrow and Gatwick) and also Online. The role responsibilities entail but are not limited to:

- Providing analytical support to the Buyer & Buying Manager with regard to margin, revenue, sell through and brand development, sharing findings with Merchandise to set seasonal OTB
- Manage seasonal appointments calendar and support Buyer with product edit for selected brands and add/remove styles from core range based on performance
- Build product assortment for all categories inclusive of RTW, Footwear and Accessories
- Entering orders and all post appointment changes or edits
- Negotiate Incoterms, Sell through Guarantee (STG), Settlement & Trade Discounts and staffing contribution
- Present trend analysis gathered during the buying trips and upcoming changes in the department to the Division
- Monitor deliveries, stock levels and process in season stock moves to maximize sales opportunities and minimize risk
- Propose Incentives and Pop Up opportunities to brands and build related SOR packages
- Plan department floor layout taking into account stock levels and upcoming deliveries whilst also considering brand adjacencies (cross sales/customer profile/price point/room aesthetic)
- Liaise with other departments communicating the orders, product information, new brand launches and key product delivery windows (Marketing, Online, Retail and VM)
- Provide weekly report on Stock Transport Order (STO's) to Studio and publishing rate to Online, troubleshooting faults
- Manage and Develop SBAA's and BAA's, providing guidance on weekly one to one's and reviewing their performance against goals (mid-year & end of year)
- Provide in/end of season feedback to each brand
- Build the RTV calendar by activating STG's as required and oversee timely & correct processing by the admin team



● Senior Buyers Admin Assistant

Harrods | Mar 2020 - Dec 2021

Our team strives to exceed, therefore excellent time-management skills and the ability to multi-task is a must as we work in an environment with changing priorities. Following further restructures to the business an additional room and brands were added to our remit as we also launch in store Pop Up's, e-concessions and continue to explore Online opportunities partnering with Farfetch and undergoing major system works. The role responsibilities entail but are not limited to:

- Manage, train and develop Buyers Admin Assistants, setting goals and ensuring their KPIs and objectives are met

- Interview candidates for the Buyers Assistant position when vacancies are open
- Supply chain logistics management, guaranteeing optimum stock levels across multi sites and tracking delivery lead times negotiating SOR/discounts or cancelations on late deliveries
- Manage Margin tracker reviewing orders profit is aligned with seasonal plan
- Managing the RTV (return to vendor) schedule working closely with the store and airport retail teams and operations team
- Liaise with Imports and Vendors to cement post Brexit processes (shipping/customs, preferential split, HS codes, Cities)
- Negotiating trade terms with brands i.e. Sell Through Guarantee, trade discounts, settlement terms
- Attend brand meetings to review performance and explore growth, launching incentives & MTO/MTM & Bespoke services, brand trainings, review staffing contribution, marketing budget and opportunity for shop in shop and Pop Up's SOR package
- Attend Buying appointments and compile all necessary analysis, supporting with the buying selection & order sizing
- Monitor & Analyze Sell Through performance across Fashion & Basics range actioning reorders & stock swaps
- Attend floor walks liaising with Retail, VM and Merchandising to challenge and drive performance from a best-seller to a zero-seller perspective.
- Write and Present trade to Senior management and wider team
- Collaborate with Online & Data teams on troubleshooting Farfetch integration issues and highlighting upcoming launches for all departments across the Menswear division
- Own publishing process for both Own Bought & Concessions for the department liaising with Online, Replen, Studio and Data teams ensuring newness is captured and live in timely manner
- Working closely with press and marketing capturing coverage of strategic brands and products
- Conduct competitor shops to assess range, merchandise mix and price points



● Buyers Admin Assistant

Harrods | Nov 2018 - Feb 2020

I joined the team at an exciting time just ahead of the Masterplan launch, during which period we launched 3 new rooms, Superbrands, Designer Collections and International Designer. Additionally, the department underwent a restructure and we saw Airports, Concessions and Online being incorporated to our remit taking an Omni Channel approach to the business. The role Key responsibilities included:

- Compile information for buying appointments
- Support Buyer and AB with keying in seasonal orders
- Request/Check order confirmations and resolve mismatch with suppliers
- Raise purchase orders and RTV's accurately and in timely manner
- Create the department Look Book and trends presentation highlighting the key season trends and exclusivity
- Resolve trouble shipments and invoice mismatch
- Monitor deliveries and stock levels, liaise with retail and merchandise planning to best capture in season opportunity
- Run/Share weekly/monthly sales report internally and with external stakeholders
- Propose lines to be featured across Social Media/Marketing
- Work closely with Stock Operations to ensure accurate stockholding & RTV processing
- Attend weekly floor walk – prepare notes and POA's and follow up on progress to be shared with the wider team
- Support with Ad hoc requests from vendors and internal teams



● Buyers Admin Assistant

Harrods | Oct 2017 - Oct 2018

As a Buying Assistant within the Food department, I worked closely with all 14 Buyers across the division to ensure the deadlines were met when launching new branded or signature products as well as Pop Ups. During this time we planned and successfully launched 2 new rooms Wines & Spirits and the Fresh Hall. The core responsibilities involved:

- Suggesting new brands or products to buyers to fill range gaps

- Liaising with suppliers to request samples and product information for Buyers and Online
- Negotiate shipping & trading terms and set up Vendor accounts
- Ensure all article creation and product specification was met accurately and stock catalogue was kept up to date
- Resolve invoice mismatch accordingly and escalate where appropriate
- Attend weekly floor walks with Retail, VM and Sing Studio teams to ensure a successful launch of new products/brands, capture trade information and resolve any arising issues
- Manage Promotions tracker (weekly) communicating the changes to the wider team.
- Assist with ad hoc requests from Buyers, Retail, Online and Suppliers.
- Review standard operating procedures and suggest improvements



● Brand Manager

Givenchy | Aug 2015 - Oct 2017

As a brand manager at Givenchy, our goal was to always deliver exceptional customer service, offering our expertise and styling advice, ensuring the customer felt well looked after and welcomed to return. Additionally on my last season with the brand I accompanied the Buyer and supported in the selection process providing detailed feedback on our customer base. Other responsibilities included:

- CRM – Acquire Customer details to enlarge and solidify our customer base consequently driving sales.
- Capturing all missed opportunities and customer feedback to better understand our client's needs and enhance next season buy
- Attend Show room and support Buyer with the selection
- Analyze Weekly/Monthly sales reports and define a plan of action accordingly
- Organize seasonal trainings to imbue sales associates with knowledge on the brand latest collection
- Stock Integrity – Raise discrepancies with Buying office and Operations team, maintain stockrooms tidiness and standards
- Visual merchandising – Update boutique and Mannequins in accordance to guidelines and newness

Education & Training

2009 - 2013

● University of Beira Interior

Bachelor degree , International Relations