



Lorenzo Minale

Brand-Specialist/ Style Advisor/
Co-Founder/ Senior-Sales As-
sociate

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Languages

Italian (Native)

English (Fluent)

Spanish (Work Proficiency)

About

With vast retail experience from luxury and premium brands like Harrods and Adidas, I have cultivated a winning attitude, motivation, and the energy to achieve my ambitions. Proactivity, a focus on strategic thinking, and passion for my job have been my guiding principles over the past 10 years driving sales and KPIs. Fluent in English and Italian, my skills excel in varied roles and environments. My business philosophy revolves around responsibility, sustainability, and ethical practices. Creativity, confidence and excellent communication, with organizational and interpersonal leadership skills; these perfectly satisfy my ambition to be part of something unique and learn more how to become a global top manager.

BRANDS WORKED WITH

ADIDAS-GROUP UK (menswear)

Boutique

DePetrillo (Gaiola)

Fursac (SMCP GROUP)

Vintage Concept Store

Yoshi Yamamoto (Y-3) and Stella McCartney (Originals dep. AdidasLDN Flagship Store)

Experience

● Co-Founder

Vintage Concept Store | Dec 2022 - Now

Create and select seasonal collections based on different handcraft materials.

Provide 1 to 1 premium service to clients.

Led teams in development of prototypes and designs for demonstration of concepts.

Oversee creative consultations, budgets, production support, and presentation strategies.

Build commerce-based partnerships with manufacturers, models, and services.

Execute trade shows in selected venues around London.

Develop and execute marketing strategies, including strategic plans.

Direct creative management and develop a strong incentive-based working environment.

Manage platforms, resulting in brand awareness increase on Facebook, Instagram, Depop, Vinted.

Provide creative direction in regular design reviews and communicate conceptual ideas based on clients feedback.



● Brand-Specialist/Style-Advisor/Senior-Sales

Fursac | Jun 2023 - Dec 2023

Address : Harrods

- Responsibilities: connect with clients, including active-listening and understand different clients requests driving sales, and providing selections and outfits suggestions and excellent customer service with bespoke and half-bespoke tailor experiences. Also managing and processing luxury transactions, demonstrating knowledge in handling varying values, even in high-pressure situations.

- Key duties: as Brand Ambassador include developing loyalty, focusing on brand core values standards like appeal, generosity, expertise and enthusiasm for handmade luxury textures and mens craftsmanship, achieving sales personal targets based on weekly and monthly reports, offering exceptional customer service, managing cash transactions, handling customer complaints, and maintaining merchandise displays throw different seasonal collections and based on guidelines.

- The role: also involves in store operations and stock management, including receiving and labelling goods, preventing theft, and reporting anomalies.

- Personal Monthly Budgets Achieved:

June 2023 15.000,00 (Marylebone Boutique)

July 2023 13.500,00 (Harrods)

August 2023 10.000,00 (Harrods)

September 2023 12.000,00 (Harrods)
October 2023 10.000,00 (Harrods)
November 2023 14.000,00 (Harrods)



● Brand-Specialist

Yohji Yamamoto | Oct 2019 - Nov 2022

Job-Title: Brand-Specialist Organization: Yohji Yamamoto (Y-3) (Originals dep. AdidasLDN Flagship Store)

Address: 425 Oxford Street, London.

- Demonstrate confidence in area of expertise and develop consumers journey and shaping all consumer touchpoints in luxury dep. as Stella McCartney and Yoshi Yamamoto;
- Support the tracking, supervise and optimize all consumers interactions;



● Senior-Sales

Stella McCartney | Oct 2016 - Oct 2019

- Responsible for improving the experiences consumers have with the brand, with the goal of increasing consumers satisfaction, brand engagement and conversion;
- Partners with supply chain events management to ensure a unique Flagship experience;
- Proactively coach Specialist and Generalist teams in store and partners with the retail training team;
- Provides coaching to create a highly engaging and impactful shopping experience;
- Positively communicates and role models the adidas Brand Values;
- Drive appropriate level of audience segmentation to deliver personalized and relevant consumers service;
- Creates and drives a service culture by ensuring all activities are centered on the consumer;

Date: Oct. 2016 – Oct. 2019 Job-Title: Senior-Sale

Organization: ADIDAS-GROUP UK (menswear) Address 415-419 Oxford Street, London W1C 2PG 0800 376 3705

- Product in the windows are easy to find on the sales floor;
- Customer flow principles are used to create a productive store layout and allocate appropriate floor space;
- Focus products and exclusives are clearly highlighted in their respective collections;
- Pricing is clearly communicated and displayed on fixtures, products, and mannequins;
- Seasonal VM directive is reflected on the sales floor;
- Security tag placement is correct on apparel and accessories;
- NPS feedback is actively used by store management and action steps are taken to improve the customer experience;
- Cash-desk is organized.
- Employees are clearly visible, active, engaged and easy to find. Excellent customer service is displayed by every team member;
- Walls price, gondolas size and accessories are replain and ready for the day after;
- Footwear global standards are always on point (display,price and laces);

● Junior Sales Advisor

DePetrillo (Gaiola) | Oct 2014 - Oct 2016

Organization: DePetrillo (Gaiola) Address: Frattamaggiore (Napoli)

- Follow up with different types of clients and communicate by email and telephone with retailers and private customers in Italy and abroad after their purchases; from a minimum of 1.000,00€ for suits to a maximum purchase of 2.500,00€ and to ensure their satisfaction and cultivate ongoing relationships.
- Stay updated on current fashion trends, Italian fashion industry news, and competitor offerings. Update system with sales and stock information.

Administration & organizing orders and managing shipment in Italy and abroad; Working with Microsoft Excel and tracking orders, national and internationally. Updating Excel database with clients details and orders details.

- Collaborate and update from the factory with the sales team to achieve individual and sales targets.
- Assist with measurements and fittings to ensure a proper fit and customer satisfaction; support and provide accurate and detailed product information, including fabric types (silk,cashmere,wool,linen) suit styles, and customization options.
- Assist customers from retailers to private clients as brand ambassadors in selecting suits that suit their preferences, style, and body type.
- Educate customers about the unique features, quality, and craftsmanship of Italian suits.

Education & Training

2014 - 2016 ● **Westminster Academy**

Post-Laurea, Academy

2008 - 2012 ● **Federico II**

University , Laurea

2001 - 2006 ● **Tito Lucrezio Caro**

Diploma, Scientific