



Jenny Tang

Senior Wholesale Manager @
LIVE FASHION LIMITED | New
Business Development

📍 London, UK

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Languages

Cantonese (Fluent)

English (Native)

About

With over 12 years of experience in the fashion industry, I am a passionate and results-oriented Senior Brand Manager at LIVE FASHION LIMITED, where I lead the development and growth of the NILI LOTAN brand in the global market. I have a proven track record of delivering successful assortment strategies, new business development, and retail marketing initiatives for prestigious luxury companies such as Richemont, Burberry, and LVMH.

In my previous roles, I managed key international digital wholesale accounts, such as Net-A-Porter, Mr Porter, Matches, MyTheresa, Browns Fashion, Luisa Via Roma, Ounass, and more, driving sales growth and customer satisfaction. I also leveraged my bilingual skills in English, Cantonese, and beginner's Mandarin to oversee the buying and merchandising operations for DFS Group in Hong Kong, as well as the visual merchandising and wholesale account management for Rainbowwave showroom in London. My mission is to create meaningful and memorable brand experiences for customers across different channels and regions.

BRANDS WORKED WITH

- Burberry
- DFS Group Limited
- ESCADA
- James Purdey & Sons - Richemont Group
- LIVE FASHION LIMITED
- Rainbowwave

Experience

● Senior Wholesale Manager of NILI LOTAN

LIVE FASHION LIMITED | Sep 2023 - Now

● International Wholesale Manager

James Purdey & Sons - Richemont Group | Jun 2022 - Sep 2023



● Digital Wholesale Account Manager

Burberry | Jun 2021 - May 2022

Managing key international digital wholesale accounts such as Net-A-Porter, Mr Porter, Matches, MyTheresa, Browns Fashion, Luisa Via Roma, Ounass etc.



● Digital Account Executive

Burberry | Jun 2019 - Apr 2021

Skills: Account Management



● Sales & Merchandising Executive

Burberry | Jul 2017 - Jun 2019

Skills: Account Management · Merchandise Planning · Apparel · Luxury Goods · Inventory Management · Assortment · New Store Openings · Product Knowledge · Retail Marketing · Retail Sales Analysis · Merchandise Development · Business Development · Employee Training · Joor · Nuorder



● Account Executive

Rainbowwave | Mar 2016 - Jul 2017

● Assistant Buyer - Ferragamo, Jimmy Choo, TOD's

DFS Group Limited | Jan 2012 - Mar 2015

Skills: Account Management

- **Assistant Merchandiser - Burberry, Givenchy, Fendi, Loewe**

DFS Group Limited | Apr 2012 - Nov 2012

Skills: Account Management · Footwear · Visual Merchandising · Apparel · New Store Openings · Wholesale · Product Knowledge · Handbags · Retail Sales Analysis · Merchandise Development · Business Development · New Business Development · Microsoft Office · Team Management · Sales Presentations · Nuorder



- **Assistant Visual Merchandiser**

ESCADA | Oct 2011 - Jan 2012

Education & Training

2008 - 2011

- **University of Liverpool**

Bachelor's Degree,