



Giorgia Burighel

Head of Buying & Merchandising

Milan, Metropolitan City of Milan, Italy

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Languages

English (Fluent)

French (Basic)

Italian (Native)

About

With over a decade of experience in buying, merchandising, and sales across top fashion brands, I excel in driving growth through data-driven strategies. Fluent in English and Italian, I adapt quickly to dynamic retail environments ensuring optimal inventory and enhanced customer experiences.

BRANDS WORKED WITH

- Slam Jam
- Gibi Consulting
- MODES S.p.A.
- ANTONIOLI s.r.l.
- STEFANIAMODE.COM
- Insignia Lifestyle Management
- Farfetch
- farfetch.com
- GruppoCoin OVS / OBS Pakistan
- alien due sas
- Foulie & Blossom

Experience



● Head of Buying & Merchandising

Slam Jam | Jan 2023 - Now

- Spearheaded the reshaping of company strategy by revisiting and refining the product strategy.
- Oversaw all buying, merchandising, and visual merchandising operations.
- Led a team of 10, managing various departments to ensure cohesive operation and strategic alignment.
- Collaborated directly with the DTC director to meticulously plan and manage the P&L, resulting in a 20% YoY sales growth through an effective differentiation strategy.
- Implemented advanced forecasting models to improve inventory accuracy and optimize stock levels

● Business Owner

Gibi Consulting | Jun 2020 - May 2023

We are an independent consultancy firm supporting the organic growth of fashion brands and retailers. Thanks to a deep knowledge of the constantly evolving luxury scenario, we develop customized merchandising and omni-channel solutions to succeed in global markets. Fully aware of the challenges of standing out from the crowd online, we support our clients in the identification of their consumer base and, through a data driven strategy, combined with a more relational and creative approach, we boost their growth as omni-channel brands that can be easily reached across all the different touching points.

● Senior Business Analytics & Merchandising Manager

MODES S.p.A. | Nov 2018 - Jun 2020

Reported directly to the board, providing innovative solutions to boost sales and purchase efficiency. Led business intelligence integration projects and restructured the merchandising department. Developed and executed marketplace strategies, enhancing the company's digital footprint. Utilized advanced analytics to forecast sales trends, optimize inventory, and improve purchasing decisions. Implemented efficient processes and workflows for the buying departments, resulting in increased operational efficiency.

● Senior Merchandising Manager

ANTONIOLI s.r.l. | Sep 2017 - Dec 2018

Reported directly to the board, providing innovative solutions to boost sales and purchase efficiency. Led business intelligence integration projects and restructured the merchandising department.

Developed and executed marketplace strategies, enhancing the company's digital footprint.

Utilized advanced analytics to forecast sales trends, optimize inventory, and improve purchasing decisions.

Implemented efficient processes and workflows for the buying departments, resulting in increased operational efficiency.

- **Senior Merchandiser**

STEFANIAMODE.COM | Jun 2016 - Sep 2017

- **Partner Relations Manager**

Insignia Lifestyle Management | Oct 2015 - May 2016

Coordinated product sourcing for ultra-high-net-worth individuals (UHNWIs), establishing lasting brand relationships to enhance profitability.

Managed partnerships with over 20 luxury brands, ensuring high standards of service and product quality.



- **Merchandiser**

Farfetch | Feb 2015 - Oct 2015

Analyzing sales data, best sellers, and sell-through rates to identify market opportunities

Conducting market and competitor analysis on product and pricing positioning Collaborating with other departments like Planning, Buying, Visual Merchandising, and Marketing

Coordinate the supply coming from the Italian market

Generating weekly, monthly and seasonal reports on sales, best sellers and sell-through



- **Assistant Merchandiser**

Farfetch | Jul 2014 - Jan 2015



- **Merchandising Assistant and Analyst**

Farfetch | Oct 2013 - Jul 2014

- **Merchandising Assistant (Internship)**

farfetch.com | Jun 2013 - Sep 2013

- **Visual Merchandising Internship**

GruppoCoin OVS / OBS Pakistan | Mar 2012 - Sep 2012

- **Sales Associate _Pucci,Cavalli,Just Cavalli, Ermanno Scervino, Missoni_**

alien due sas | Jun 2011 - Sep 2011

- **Sales Associate**

Foulie & Blossom | Sep 2009 - Mar 2012

Brandy & Melville franchisee

Education & Training

2012 - 2014 ● **Grenoble Graduate School of Business**

Msc in Design Fashion & Luxury Management,

2010 - 2011 ● **University of Paris I: Panthéon-Sorbonne**

Economics and Management,

2008 - 2011 ● **Università Ca' Foscari Venezia**

laurea triennale,

