



# Mark Andrew Kelly (He/him)

Retail Manager

London, UK

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## Links

[LinkedIn](#)

## Languages

Irish (Basic)

English (Native)

French (Basic)

## About

Dedicated and results-driven professional with 18 years of experience in luxury retail and hospitality, specialising in personal shopping, store management, and retail policy development. Proven success in driving sales, managing teams, building strong client relationships and fostering a culture of excellence. Currently excelling as a Stylist for private members clubs, curating luxury wardrobes for teams and events.

### BRANDS WORKED WITH

- Annabels of Mayfair
- Annabels of Mayfair / Christmas Fair
- Annabels of Mayfair, Private Member Club
- Céline Paris
- Helen McAlinden Dublin
- JW Anderson
- Royal Ascot / Festival Promotional Material
- SALT Store
- The 22, Private Members Club and Hotel / Halloween

## Experience

### ● Stylist & Costume Designer

Annabels of Mayfair, Private Member Club | Jan 2020 - Now

Lead wardrobe creation for themed events, including the infamous Halloween events. Work with Creative Director to develop costume wardrobe. Work with multiple suppliers to design, make or source each costume. Wardrobes can range from 100-300 costumes including staff and entertainment.

Other Experience:

### ● Stylist

Royal Ascot / Festival Promotional Material | Jan 2022

Contributed to promotional material creation for Royal Ascot Festival.

### ● Creative Director

The 22, Private Members Club and Hotel / Halloween | Jan 2022

Full concept development and implementation. All costumes sourced and styled by me. Worked consistently with The 22 on all member take over events throughout 2022 & 2023

### ● Project Manager

Annabels of Mayfair / Christmas Fair | Sep 2020 - Jan 2021

Led 2 successful Retail/E-Commerce pop-up projects, achieving £250k in sales in 2020 over a 4 week period & £350k sales in 2021 over a 6 week period. Implemented comprehensive customer service and retail policies for a luxury consumer experience. Managed retail budget, recruitment, and exceeded sales targets with a 38% YoY increase.

### ● Wardrobe Stylist

Annabels of Mayfair | Jan 2018 - Jan 2020

Oversaw complete uniform collection overview and seasonal implementations. Advised on fit and functionality of all garments. Crafted and implemented numerous SOPs in stock loss prevention, product ordering and stock management. Launched a 1,000-unit uniform collection, ensuring a seamless communication process between design and the club. Designed and implemented a comprehensive, branded training program focusing on Personal Presentation at work.



- **Retail Manager**

JW Anderson | Jan 2015 - Jan 2018

Established and managed retail teams, crafting and implementing policies. Developed and delivered a Retail Training Program, achieving a 25% over-plan in the second year and a 34% over-plan in the third. Worked with collections director, image director and CEO on retail strategy. Worked with key accounts to improve sales. Hosted buying appointments with key accounts to ensure product diversity, brand image representation and a high sell thru were achieved. Successfully managed a key Pop Up store in Central London, contributing to strong wholesale relationships and increased brand awareness.



- **Store Manager**

SALT Store | Apr 2015 - Oct 2015

Opened the second branch of the Salt Resort Wear brand in Belgravia, London. Implemented and crafted all retail policies. Drove sales through a unique luxury shopping experience, achieving a 75% sell-through on the first season.

Elevated client spend from £3k to £15k within 6 months through personalised shopping experiences.

- **Senior Sales Consultant**

Céline Paris | Jan 2013 - Jan 2014

Contributed to a 20% increase in RTW sales, conducted training modules for Selfridges's teams. Collaborated cross-functionally with Selfridges Personal Shopping for revenue growth and client relationship building. Achieved monthly sales targets consistently with an average monthly turnover of £150k.

- **Fashion Consultant**

Helen McAlinden Dublin | Jan 2010 - Jan 2013

Revitalised brand image, oversaw creative direction of seasonal collections, and drove sales through fashion shows. Led strategic visual merchandising implementations and relaunched the brand through press meetings. Freelance work includes styling and production of fashion shows and exhibitions, with editorial features in Tatler and Irish Times.