



Antonella Sci-mone

Deputy General Manager

London, UK

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Languages

- Italian
- English
- French

About

Extensive retail management experience in High End Fashion , Luxury Watches & Fine Jewellery Flagship stores. My background includes leading operations, sale and after care teams, implementing strategies and business plans to deliver success for high-volume / high-end retail Brands such as Chanel, Harrods, Tiffany & Co. Act as a Brand ambassador leading by example inspiring, motivating and coaching the team, fostering a culture of excellence and elevation from overseeing staff training , maximise revenues through store refit. Strong Operational and commercial acumen ,I excel at propelling sales and revenue growth, managing high performing teams, and achieving challenging corporate goals by fostering a Culture where talents are identified and developed, successes are acknowledged and celebrated. Career progression

BRANDS WORKED WITH

- Chanel Rtw At Harrods
- E.Pucci
- Mappin & Webb
- Selfridges
- Tiffany & Co.

Experience



Deputy General Manager

Mappin & Webb | Jan 2020 - Now

Professional Experience

Brand: Mappin and Webb, UK Flagship Store – London – Date: 2020 - Present

Title: Deputy manager

Reporting to: General Manager, National Sale Manger, UK Director

Responsibilities

- Managing a team of 22 within 30 million turnover, acting GM in her absence.
 - Act as a Brand Ambassador, consistency in coaching, inspiring , motivating and develop talents ensuring a streamlined customer focused approach as well as maximise sales and ensure efficiency at all times
 - Analysing and reporting sale data , reviews KPI's through 121 on a monthly basis
 - Recruitment, performance management and training
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 - Clientelling programs and action plans, maximise revenue by developing client networking and in-store Event as well as Rolex and Patek Phillipe
 - Implementation of 'Xenia Client Experience' , mentoring and leading the leadership team and sale team towards a client centric approach based on "Know Me, Wow Me, Remember Me" as core value working on client appointment system. Managing net satisfaction score and work closely to the area manager in managing client's compliant for the region
 - P&L Management: Data analysis on profit and lost statement to compose a store budget that cut cost by 20%, creating action plans for the store refit in line with operational and security policies and procedures, liaising with Merchandising and Retail Operation
 - Quarterly meeting with Patek Philippe and Rolex representatives on reviewing performances and Mystery Shopper results as well as training opportunities to elevate expertise
- #### Achievements
- CRM: Implemented a calendar System with a weekly product focus, growth local 45% achieved 96% Marketing 'OPT IN' and 98% data Capture
 - HNW – Business Plan presented to Senior Leaders illustrating tremendous opportunities of developing the High Network Jewellery, first event ever held within the region has taken place in November 2021 generating £190K sale in a single day , received acknowledgement by the CEO on phenomenal results
 - Exceeded sale target 133% YTD; achieved breaking record of 3 million store target on period 7 as well as +221% on Bespoke Jewellery, +97%



YTD vs. LY on Jewellery Collections

- Ranked on first place on best performing Team on training and sales during lockdown
- Patek Philippe Level 2
- Rolex Perpetual Academy

● Assistant Manager

Tiffany & Co. | Sep 2018 - Jan 2020

Brand: Tiffany & Co. , Europe Flagship Store- London- Date: 2018-2020
Title: Assistant Manager
Reporting to: Sale Manager and Store Director

Responsibilities

- Overseeing a Team of 50 within 20 million turnover
- CRM: client centric approach supporting the sale team to seek and identify opportunities, focusing on Predictive and Portfolio Clients;
- Implementing daily Cycle counts across categories as well as assigning areas of pride to Sale Professional to manage commercially and operationally their respective areas
- Sale generation through Merch Report Analysis as well as individual performances on KPI's conducting 121 on a monthly basis

Achievements

- successfully increased portfolio growth by 30%, repeated purchase rate +60%, growth local by 6%
- managed to successfully achieve +27 in Gold Jewellery and +17% on Love & Engagement
- Achieved accuracy on PIs and Audit scoring 97%

● Assistant Store Director

E.Pucci | Jun 2016 - Jul 2018

Reporting to: Store Director and Retail Director Europe

- Managing a team of 7 within a 3 million turnover
 - Identify opportunities to improve sales, profitability and growth, managing stock levels
 - Accountable for Buying and Store operation , stock loss prevention, implementation of procedure
 - Managing in-store events to attract new clients, growth business network and revenues
 - Launch of Farfetch, managing e-commerce platform and After Sale
- Achievements
- CRM: analysing marketing and client data base and translate into strategic plans, acquired +67% local clients vs. LY , retention +2%, implemented and launched new clienteling system, exceeded Financial year target by +45%
 - P&L: meeting store-operating target by reducing cost -20%

● Supervisor

Chanel Rtw At Harrods | Jun 2014 - Jun 2016

Acting Assistant Manager on her 10 months absence, staffing Rota, appraisals, disciplinary, payroll.

- Training , supervising and appraising staff , monitoring and review staff and store performance on a regular basis,
- Maintaining accurate statistical and financial records
- Commercial and operationally minded
- Implementing Company procedures and plans, short and long terms, in order to excel in efficiency and profitability, meeting or exceeding goals and objectives
- Over seeing a team of 20, within a 8 million pound turnover.
- Monitoring stock loss and improving strategies reporting to the Operation Manager.
- Highly client orientated, ensure implementation of CRM initiatives to develop a clientele network for the Store

● Fashion Advisor

Chanel Rtw At Harrods | Dec 2011 - Jun 2014

Responsible for SLG & Handbags :stock take, stock loss ,merchandising, exceed sales targets, buying. Achieved stock recovering from -60 units to 0 implementing operational procedures.

- Ranked in 46th place amongst the Harrods 100 top Sale Associate with sales of £1,981,1588.40 at the end of Quarter 3, March 2013

- Ranked 2nd place among the proportional representation of Harrods 100 Top Sale Associate
- Deliver an excellent customer service met at all the times with 100% Mystery Shopper from Harrods gained twice
- Building strong relationships with clients, client book
- Proven ability to drive sales and exceed the business target



● Fashion Advisor

Selfridges | Nov 2010 - Dec 2011

Daily briefing about the product, achievements and strategic plans to exceed targets

- Opening and closing procedures, staff rota, till operations.
- Drive sales on daily basis providing an excellent customer service
- 100% Mystery Shop
- Display merchandising, stock loss, weekly statement of business
- Cash handing
- Client book, up to date customers data base