



# Dominique Rollins

Freelance consultant and Personal Stylist

📍 London, UK

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## Languages

English (Native)

## About

Over the last 12 years I have been fortunate enough to not only choose, but also build a career within the industry that I love. It has afforded me to work with such an array of different clientele all over the world so I can confidently say that I have extensive experience with working with high street, luxury and couture brands. It is a privilege to say that I have worked at some of the most innovative companies in fashion and retail and have thrived on being able to develop and implement business strategies to support these great companies. My previous roles have seen me work on some amazing initiatives from project managing styling events, contributing to a Private Client shopping app as well as travelling the world to meet key stakeholders, clients and affiliate partners. This is whilst working with several celebrities for red carpet and press promotional tours. Developing and mentoring a team of 15+ as well as scaling a department in my last role has seen me face new and rewarding challenges which has helped me develop my skill set to be able to lead and drive a successful sales team as well as contribute to the growth of an exciting company that is a pioneer for the new wave of retail; diving into the data and chat analysis has really supported this growth and allowed me to efficiently enable my team to build rapport quickly to ensure success in sales. Working at Threads has also afforded me the opportunity to work on Social media strategy and content as well as working with a community of influencers and VIP clients to support the audience growth and interest in the company. Managing a team, a client book as well as supporting or running additional projects for the wider team respectively has seen me really build on my being a highly efficient, organised individual with a keen eye for detail. It is important for me to also empower others and support my team in being able to achieve their full potential whilst contributing to the wider company's mission statement and values. I am driven, tenacious and always look to be inclusive with all members of my team no matter the role or status. I pride myself on being extremely dedicated to my commitments and will always endeavour to go over and above in my role. I would say that I am extremely objective and goal oriented - I always aim to exceed expectations and believe in the power of finding positive solutions rather than problems, and feel confident in saying that this is one of my main strengths. I would hope that my colleagues, past and present would agree that I always present myself honestly, professionally and passionately endeavour to be a true ambassador for the company that I work for. At this time I am interested in being able to take what I have learned and seek out new challenges to continue to grow and develop my skill set and be able to contribute to a company that is innovative, exciting and always striving for excellence. Thank you for taking the time to read my cover letter and I do hope to hear from you soon.

### BRANDS WORKED WITH

- Hannah Martin
- Brwn\_papr
- Farfetch
- Net-A-Porter.Com
- Threads Styling Ltd

## Experience

### ● Brand + Clientele consultant /Celebrity stylist

Brwn\_papr | Jan 2019 - Now

Consulting and advising several different brands supporting with everything from b2b and b2c sales and clientele experience to business strategy, recruitment, VIP styling and social media management.

### ● Personal Shopping Manager

Threads Styling Ltd | Jan 2017 - Nov 2018

Managing a team of 15 including Personal Shoppers and Assistants to drive revenue increase of 100% in first 6 months vs previous year. Working directly with key stakeholders to refine the customer journey, analysing messaging platforms and using data to drive team performance. Coaching and up-skilling team members to host personal shopping and styling appointments. Personally organising shopping trips within the US and Middle East regions securing inventory and generating

revenues of £500,000 within a duration of 6 days. More recently included in conversations with investors resulting in a £15 million investment fund.



- **Senior Private Client Executive**

Farfetch | Jan 2015 - Jan 2017

Representing ultra high net-worth clients driving a personal annual target of £5 million. Managing client growth and engagement within Middle East, Africa and Australia. Curating weekly editorial content for teams to utilise driving high value sales, AOV and client retention. Driving an internal VIP app collaborating with key stakeholders to launch. Managing the first Private Client Studio event held in Munich - inviting clients to shop current season and F16 pre-order for one day. Generating sales over €1 30k in sales.

- **Personal Shopper**

Net-A-Porter.Com | Dec 2010 - Jan 2015

Developing relationships with HNW individuals and facilitating their EIP shopping experience. Creating trend edits and blurbs to engage existing potential EIP clients. Conducting appointments with EIP clients in the EIP suite as well at home. Collaborating on the development of the first NAP style suite event in London and Greece generating 1 30k sales over 3 days. Liaising with Buying and merchandising team and attending 'market' trips to ensure the buy reflects the EIP customer. Managing special orders for ultra HNW clients and their favourite brands. Styling and coordinating small events under direction of the Global Head of PS department. Contributing to the seasonal EIP newsletter.