




# Luisa Falco

Previous: Brand Director at RIXO, Head of Buying at RIXO. Buyer at Free People and Topshop

 Great Britain, United Kingdom

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## Languages

English

Spanish

## About

Having worked in the fashion industry for over 15 years I have experience in both big and small businesses, within the UK and the USA.

My strengths lie in overall strategy and helping diversify product categories. Having worked closely with design teams, I have a huge understanding of the product but am incredibly analytical. This has allowed me to recognise new areas of growth and opportunity. An example of this was during my time at Rixo as Head of Buying I introduced 'solids', which is now 30% of their business. I was fundamental in building strong relationships with suppliers, allowing us to grow with healthy margins and ensuring capacity was never compromised.

My last role was Brand Director. I was responsible for how the brand was perceived to the customer. My 4 years spent in America enabled me to launch and build a US presence. I managed and executed all collaborations both product and partnerships within the business.

I am looking to take on consultancy projects from now until December. I am passionate about growing brands and recognising new areas of opportunity.

### BRANDS WORKED WITH

Rixo

Free People

TOPSHOP TOPMAN

## Experience



### ● Brand Director

Rixo | Oct 2023 - Jun 2024



### ● Head Of Buying

Rixo | Jul 2022 - Oct 2023



### ● Buying and Design Manager

Rixo | Oct 2019 - Aug 2022



### ● Buyer

Free People | Mar 2016 - Oct 2019

### ● Senior Assistant Buyer-Kate Moss for TS

TOPSHOP TOPMAN | Jul 2015 - Mar 2016

### ● Senior Assistant Buyer

TOPSHOP TOPMAN | Jan 2011 - Mar 2016

## Education & Training

2008 - 2012

### ● London College of Fashion, University of the Arts London

Bachelor's degree,