



# Sonia Summan

25+ years experience | International Scale-up Specialist, Wholesale, Retail and Franchise Expert

📍 London, UK

[Portfolio link](#)

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## Links

[LinkedIn](#)

## Languages

English (Native)

Hindi (Fluent)

Panjabi (Fluent)

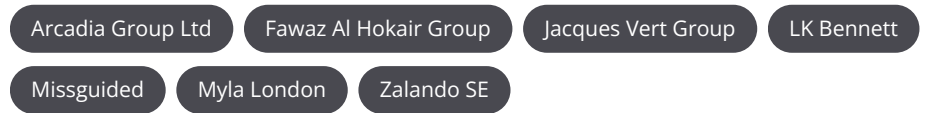
## About

During the past twenty five years, I have built a reputation for success by working with international fashion brands in a number of different capacities, including retail, franchising, wholesale and licensing.

I have extensive experience in managing and scaling global fashion brands across multiple sales channels. My career has given me the opportunity to work with both luxury and high-street brands. My experience includes selling and business development for both international and private labels brands.

My current focus is on maximizing growth through multi-channel distribution and scaling fashion brands sustainably.

### BRANDS WORKED WITH



## Experience



● **Wholesale and Franchise Director**  
LK Bennett | Nov 2019 - Feb 2021

● **Sales and Marketing Director**  
Zalando SE | Apr 2017 - Sep 2019



● **Head of International Business Development**  
Missguided | Nov 2015 - Mar 2017

● **Vice President of International Expansion**  
Fawaz Al Hokair Group | Oct 2014 - Nov 2015

● **Head Of International**  
Arcadia Group Ltd | Sep 2013 - Sep 2014

● **Head Of Business Development**  
Jacques Vert Group | Mar 2010 - Sep 2013



● **Sales Director**  
Myla London | Jan 2006 - Apr 2010

## Education & Training

● **Nottingham Trent University**  
Fashion and Textiles,