



Kate Limsico

Merchandising Executive | Fashion Luxury Goods | Retail & Omnichannel Buying & Planning

New York, NY, USA

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Languages

English (Fluent)

About

Luxury Goods Merchandising & Planning professional with 15+ years of diverse career and category experience working for iconic brands: Ferragamo, Fendi, Gucci and Armani.

- Women's and Men's - Leathergoods, Shoes, and RTW & Soft Accessories
- Fine Jewelry & Watches
- Licensed Goods: Sunglasses, Fragrances & Cosmetics
- Proven track record in strategic planning, executing, delivering, and sustaining results for high growth, high volume categories while developing under performing categories.
- Possesses a strong eye and intuition for product & design
- Highly adept at formulating and executing product and assortment strategies to align with financial goals
- Establish and sustain authentic partnerships with WW Merchandising team to address market needs and drive growth
- Collaborates and leads to elevate merchandising, planning, and supply chain processes and operations
- Passionate about mentorship & coaching, people development with a high level of emotional intelligence.
- Effective service leader & cross functional partner & collaborator
- Results driven, creative thinker, problem solver
- Expert Excel, Power BI, and Power Query
- Business Analytics & Reporting
- PowerPoint Presentations
- Sales Forecasting and OTB Planning
- Effective Inventory Management / Replenishment
- Supply Chain
- Buying Process Design / Implementation
- Operational Efficiency
- North America & LATAM Retail & E-commerce

BRANDS WORKED WITH

FERRAGAMO Salvatore Ferragamo Fendi Gucci
 DVF - Diane von Furstenberg Giorgio Armani Lord & Taylor

Experience

- **Director of Merchandising - Women's Shoes and Leathergoods**
FERRAGAMO | Apr 2021 - Now
- **Buyer - Women's Leathergoods and Fragrances**
Salvatore Ferragamo | Jul 2019 - Apr 2021
Women's Handbags, Small Leather Goods, Belts, and Men's & Women's Fragrances
USA, Canada, and Ecommerce
- **Planning Manager - Men's Division, Women's Shoes, RTW, and Furs**
Fendi | Apr 2018 - Jul 2019
Reported to VP Supply Chain



- Sales Forecasting, Monitoring
- Seasonal OTB Planning
- Merchandise Planning and Distribution
- Launch Planning (Direct to Store)
- Inventory Management
- Replenishment

- Presented sales performance/metrics and focused analysis monthly to Americas President and executive team.
- Gained experience in building, maintaining, and utilizing Power Query/Pivot, dashboards in Power BI

Responsible for high growth categories - Men's RTW, Shoes, Leather Goods, and Accessories; Women's RTW, Furs, and Shoes

Americas - Ecommerce, United States, Canada, Mexico, Brazil, and Leased

All Product Statuses - Newness, Permanent/Cross Seasonal

Management of outlet - all categories



- **Merchandising Manager - Accessories**

Fendi | Jul 2016 - Jun 2018

Women's Fashion Accessories, Textiles, Belts, Fashion Jewelry, Sunglasses, and Men's and Women's Timepieces

Americas - US, Ecommerce, Canada, Mexico, Brazil, and Leased



- **Buyer - Men's Leather Goods, Luggage, and Belts**

Gucci | Sep 2015 - Jul 2016

100+ locations - United States, Canada, St Thomas, and Leased



- **Buyer - Jewelry, Licensed Accessories, Beauty and Fragrances**

Gucci | Jan 2012 - Sep 2015

Sunglasses, Men's and Women's Timepieces, Fine Jewelry, Silver Jewelry, Fragrances, Beauty (Fall 2014 launch)

E-commerce - Sunglasses, Beauty, and Fragrances (2014 - 2015)

Mexico, and Brazil (2012-2013)

United States, Canada, St Thomas (2012 - 2015)



- **Buyer - Women's RTW, Leather Goods & Shoes, and Accessories**

DVF - Diane von Furstenberg | Jul 2011 - Jan 2012

Full Price and Outlets

- **Director of Licensing**

Giorgio Armani | Apr 2010 - Jul 2011

Sunglasses, Watches, Silver Jewelry, Cosmetics/Skin Care, Fragrances for Giorgio Armani and Emporio Armani boutiques

- **Associate Buyer, Licensing**

Giorgio Armani | Jan 2010 - Apr 2010

- **Assistant Buyer - Women's & Men's RTW, Soft Accessories, Armani Beate & Fragrances**

Giorgio Armani | Jun 2007 - Jan 2010

Women's & Men's RTW, Textiles, Jewelry - Giorgio Armani

Responsible for Cosmetics/Skincare, Fragrances - Giorgio Armani & Emporio Armani boutiques



- **Assistant Buyer | Executive Trainee**

Lord & Taylor | Feb 2006 - Jun 2007

Completed 12-week Executive Training Program

Education & Training

- **Fordham Gabelli School of Business**

Bachelor of Science - BS,