



# Perrie Reynolds

Over the past 10 years, Perrie has worked within the world of luxury, women's & men's fashion.

📍 London, UK

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## Links

- [Website](#)
- [LinkedIn](#)

## Languages

English

## About

### BRANDS WORKED WITH

- Liberty London
- Selfridges

## Experience



### ● Product merchandiser

Liberty London | Sep 2017 - Apr 2021

- Head of Product Merchandising Liberty London brand across all divisions WW/MW/Home & Children's wear.
- Working for three years doubling the size of the business.
- Introducing new areas of business such as Swimwear WRTW. Total WW +60% on previous year.
- Working on all collaborations creating commercial opportunity. Inc: Richard Quinn and Florence Welsh which drove a £1,000,000 in sales in silk nightwear.
- Driving out commercial direction of the brand along side the Head of Design to create collections and product between design vision and commercial goals.



### ● Buyer

Selfridges | May 2015 - Sep 2017

- Buyer for 2 years responsible for the opening of the Body Studio, making all brand/product selections to drive the concept into a commercial success. Growing sales by +60+% in first year of trading.
- Planning /buying for 3400sqm retail space and e-com site, updating ecom platform for selfridges.com alongside launch of retail space.
- Resourcing, shortlisting, recommending and buying ranges of products for each category according to the buying objectives and department strategy.
- Negotiating terms, conditions and delivery expectations for flow of goods to ensure sales plans are met.
- Successfully developing relationships with vendors to facilitate unique collaborations, exclusive products/ranges,
- Managing annual and seasonal budgets based on increased sales plans.