



Ellie Gomery

NPD | Sustainability | Purchasing | Supplier Development | Sourcing | Perfumes & Cosmetics | Luxury Goods | Trend Analysis | Research | Project Management

London, UK

[View profile on Dweet](#)

Links

[LinkedIn](#)

Languages

English

About

9 Years experience across luxury fashion and fragrance in London with international experience in China.

Key areas I specialise in:

- Luxury Fashion, Fragrance and Cosmetics
- Purchasing
- Sourcing
- Relationship Building
- New Product Development
- Account Management
- Supplier Relationship Management
- Negotiating
- Packaging Innovation
- Business Development
- Trend Analysis
- Project Management
- Budget Management
- Sustainability
- Branding & Strategy
- Critical Path Management
- Product Life Cycle

BRANDS WORKED WITH

- Amanda Wakeley
- BASF
- Burberry
- L'Artisan Parfumeur
- LFLECT - The Reflective Fashion Brand
- Penhaligon's
- Platform 13 Magazine (Supplement Edition)
- Ralph Lauren
- Round The World Travel
- So:Mi - Luxury Fashion Multi-Brand E-Commerce Platform

Experience



● NPD Manager

Penhaligon's | Mar 2020 - Apr 2023

Financial

- Achieved an average 24% mix of business through gifting campaigns over the past 2 years, including an €18M revenue contribution in 2021 after I re-launched Penhaligon's entire gifting selection.

Operational

- Manage all sourcing and creative production for Penhaligon's gifting – aiming to reduce costs, consolidate suppliers and increase efficiency.
- Manage up to 50 NPD projects (SKUs), retroplanning project schedules and leading the end-to-end critical path covering commercial leaders consultation, concept development, artwork, sample development, supplier management, delivery management and OCD roll-out.
- Develop sustainable packaging, print and POS solutions for Gifting. Through a sustainability improvement program, I have:
 - o Incorporated biodegradable and eco-friendly materials into secondary packaging.
 - o Lowered carbon footprint of paper manufacturing by sourcing and onboarding new UK & European suppliers.
 - o Replaced key gifting components such as ribbons with eco-friendly alternatives to reduce water consumption in the manufacturing process.
 - o Completed several initiatives to remove plastic from consumer touch-points.
- Attend regular events and global trade shows to remain up to date with market trends and identify new suppliers.
- Prepare and present consumer insights to direct the brand strategy and future sales campaigns, working to improve product and range offering.
- Deliver global training sessions and communication releases to global

stakeholders across our omni-channel business.

- Management of project budgets and reporting.

Show less



● POSM Purchaser

Penhaligon's | May 2018 - Feb 2020

Financial

- Owned POSM budget, where I reported performance directly to the CEO and delivered a 17% cost saving in 2020.
- Responsible for cost analysis and financial feasibility of key projects.

People

- Manage and maintain a global supplier base, balancing global campaign delivery across all channels.
- Co-ordinate global purchasing across all channels for each campaign, working between Commercial Managers in markets and my global supplier case, negotiating on volumes and price.

Show less



● Wholesale Executive (covering Penhaligon's and L'Artisan)

Penhaligon's | Jun 2016 - May 2018

Financial

- Tracked and managed P&L across our largest wholesale clients, including luxury London retailers and travel outlets.

People

- Managed key accounts including Harrods, Selfridges and Fortnum & Mason, regularly providing marketing and strategy advice to educate clients on the luxury fragrance category.

Business Development

- Cross-selling of new products to key accounts, in line with commercial strategy.



● Wholesale Executive (covering Penhaligon's and L'Artisan)

L'Artisan Parfumeur | Jun 2016 - May 2018

Financial

- Tracked and managed P&L across our largest wholesale clients, including luxury London retailers and travel outlets.

People

- Managed key accounts including Harrods, Selfridges and Fortnum & Mason, regularly providing marketing and strategy advice to educate clients on the luxury fragrance category.

Business Development

- Cross-selling of new products to key accounts, in line with commercial strategy.



● Wholesale Admin Assistant

Amanda Wakeley | Jun 2015 - Jun 2016

Facilitated setup of showrooms in London, Paris and New York for seasonal buying events attended by large wholesale clients.

Compiled and analysed sales MI to optimise performance.



- **Luxury Fashion Sales Administrator (Temporary)**

Burberry | May 2015 - May 2015

Undertaking showroom and administrative duties with professional discretion and delivering a high level of customer service and care for wholesale clients and franchise partners.

Demonstrating strong retail math skills and understanding seasonal sales targets.



- **Brand Presentation Team - Visual Merchandising Assistant Internship**

Ralph Lauren | Jan 2015 - Jan 2015

Produced visual merchandising strategies for a diverse range of products across homeware, womenswear, childrenswear and menswear.

Defined new seasonal strategies for the Brand and Buying teams.

Facilitated the sign off process as well as in-season range management.

- **Luxury Fashion Business Assistant Internship**

So:Mi - Luxury Fashion Multi-Brand E-Commerce Platform | Nov 2014 - Dec 2014

Sourced new wholesale brand partners for a multi-brand e-commerce platform.

Developed my understanding of the Chinese fashion market and consumer.

Prospected and researched new potential market territories and clients.

Selected and merchandised products for store opening.

- **Round The World Backpacking**

Round The World Travel | Aug 2014 - Sep 2014

- **Freelance Brand and Market Consultant**

LFLECT - The Reflective Fashion Brand | Dec 2013 - May 2014

For my Final Major Project, I collaborated with LFLECT, a reflective knitwear London based brand. They are a versatile representation of the fashionable, luxe, wearable technology market. The outcome of my third year product will be a creative, but also strategically market led promotional campaign.

- **Editor-In-Chief**

Platform 13 Magazine (Supplement Edition) | Nov 2012 - Dec 2012



- **Laboratory Assistant & CRD Admin Assistant**

BASF | May 2010 - Oct 2013

Financial responsibility undertaken in the raising and distribution of customer's payments.

Strong analytical and accuracy skills utilised in my laboratory role.

Administrative duties such as, answering emails, queries, filing, archiving, data input, and postal duties

Updating information and data in the company database as well as using the companies own computer systems.

Education & Training

- **University of the Arts London**
Introduction to Fashion Buying and Merchandising,
- **University of the Arts London**
Fashion Buying and Merchandising: Buying Techniques, Short Course Level 2,
- **University of the Arts London**
Fashion Buying and Merchandising: Advanced, Short Course Level 3,
- **University of the Arts London**
Range Planning, Short Course,
- **University of the Arts London**
Introduction to Fashion Brand Management, Short Course,
- **University of the Arts London**
Luxury Fashion Brand Management and Product Design, Short Course,
- **The University of South Wales**
Bachelor of Arts (BA) Fashion Promotion,
- **Middlesex University**
BA (Hons) Fashion Design, Styling and Promotion,
- **University of Gloucestershire**
Foundation Studies in Art & Design,
- **Monmouth Comprehensive School 6th Form**
A Levels,
- **Monmouth Comprehensive School**
11 GCSE's achieved,