



Najib Bouricha

Retail Manager

📍 London, UK

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Languages

French (Native)

English (Fluent)

About

Senior Retail Manager with 15+ years of experience in Luxury Retail Industry across: Leather Goods, Ready to Wear, Shoes and Fine Jewellery-Fine Watches. Department Stores and Boutique Flagships management: 8 years in Harrods London, 3 years in Selfridges and 4 years in Stand-alone Boutiques/Flagship Stores. Skilled in Boutique opening/operations, strong sales and negotiation skills, front/ back office Business forecasting and planning Boutiques (re)structuring with clear strategy and business vision.

BRANDS WORKED WITH

Christian Dior

Christian Dior Concept Store

Christian Dior Harrods

Dior Handbags Department Lrtw and Menswear

Dior Selfridges

Dior Shoes | Harrods

Dweet.

Jaeger Lecoultre | Richemont

Stuart Weitzman Store

Stuart Weitzman Store | Regent Street

Stuart Weitzman | Tapestry Coach Group

Experience



● Head Of Client Development

Dweet. | Sep 2022 - Now

Head of Client Development | Dweet | Sept 2022 to present

- Manage day to day client account data
- Work closely with Business Development, Product, Live Opps and Talent team
- Monitor client level data such as Pipedrive dashboard Prospect B2B

● Head Of Retail

Jaeger Lecoultre | Richemont | Dec 2021 - Now

- Management of Flagship Boutique, Whole Sale POS
- Reporting directly to Brand Director
- Headcount and Boutique restructuring
- Boutique events and major Fine watches Swiss events

● Retail UK Manager | Retail UK operations

Stuart Weitzman | Tapestry Coach Group | Jan 2019 - Dec 2020

- Management of 3 retail Boutiques, 1 Outlet, overseeing 2 Whole Sale POS Harrods/Selfridges
- Reporting directly to European Director, daily communication with Milan HO/New York HQ
- £10M+ turnover with 50 employees under my zone responsibility
- CRM program implementation: Client retention by increasing Locals +20% clients in both Stores Regent Street and Westfield (British local CRM project)
- Launched automatic replenishment system from Regent Street Boutique and UK stores
- Boutique events in Paris and London (Paris management cover for 3 month): generating 3 times the ROI expectations
- Team development with 3 promotions within 6 month: 1 European Operation manager, 1 Store Manager and 1 Boutique Supervisor
- Significantly decreased staff turnover: from 82% end of 2018 YTD to 13% end of 2019 mainly due to Boutiques structure implementation with clear team responsibilities

● Flagship Store Director

Stuart Weitzman Store | Regent Street | Oct 2018 - Oct 2019

Annual Turnover: £3.5M Management of 16 Headcount, including back of house team

CRM development project within UK: by appointment implementation increasing monthly TO by 15%

Significant Boutique Kpi's increase: +10% UPT 2019 vs. 2018, +15% conversion rate

Client event organization in store: budget, ROI always achieved

Recruitment and Payroll: liaising with Tapestry Coach HR Department –UK hiring manager

Boutique PNL –Invoice management –Boutique maintenance full responsibility

Buying session in New York for UK boutiques: stock allocation to optimize sell-thru

Induction and Training program launch for International Senior Management, UK boutiques' best practice implementation across European Boutiques

Team development: weekly training implemented across UK, spot coaching program, monthly appraisals, cross staffing and team responsibilities review French – mother tongue

● **Flagship Store Director**

Stuart Weitzman Store | Oct 2018 - Oct 2019

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● **Boutique Deputy Manager**

Christian Dior | Jun 2015 - Jun 2018

Leather goods and Fashion accessories department

Management of 16 team members: 15 Sale Assistant, 1 Stock Manager
Boutique Events-Trunk show and Clientelling-CRM actions

● **Boutique Manager**

Christian Dior Concept Store | Oct 2015 - Jun 2016

Opening of a £2M turnover concept store, brand representation within luxury retail network

Management of 8 team members: 7 Sale Assistant, 1 Stock Manager

Buying 4 times per year to anticipate business performance: Dior Paris headquarters/Showroom

Understand Mount street environment: competition-restaurants-hotels

Organization of various clients events: trunk shows/product presentations/by appointment

● **Department Manager**

Christian Dior Harrods | Nov 2012 - May 2015

Annual Turnover: £22M for 152 SqM

Team of 25 headcounts including 3 Assistant Managers and 2 Senior Sales

Team training on different product families (training Rota, spot coaching, role plays)

● **Department Manager**

Dior Shoes | Harrods | Jan 2011 - Oct 2012

● **Department Assistant Manager**

Dior Selfridges | Feb 2009 - Dec 2010

- **Sale Consultant**

Dior Handbags Department Lrtw and Menswear | Jan 2007 - Feb 2009

Education & Training

2002 - 2004

- **Reseau Eugene Ducretet**

Business Management , BA: Business Management | Bose/Bang and Olufsen | Paris | 2005 -2006 Baccalaureate in Business Studies and Economics | Paris | 2002 -2004