



Richard Brunt

Commercial Director

Milan, Metropolitan City of Milan, Italy

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Languages

English (Native)

Italian (Work Proficiency)

French (Fluent)

About

International professional with more than 25 years of experience in the Luxury goods and Fashion / Design segments. Experiences covering most aspects of the modern business -Supply Chain, Sourcing, Marketing and Commercial management. Extensive network in the Wholesale, Franchise and Distribution channels globally (both full price and off price markets). Multi-lingual and mobile, an influential and inclusive leader.

BRANDS WORKED WITH

- Bvlgari
- bvlgari (LVMH GROUP)
- Guess Europe Sagl
- LUXX International,
- Mywalit
- Nava Design Milan SRL,

Experience

● Commercial Director

Nava Design Milan SRL, | Jul 2021 - Now

overseeing Customer Service and Product Development. Management and development of Distributors, implementation of new agencies and research of new commercial partners. Reporting to the group CEO and majority shareholder. — Grew the business by +30% in year 1 and 40% in year 2 within a global pandemic — Opened new distribution in Japan, China, Poland, France, Greece and Vietnam — Re-launched the brand in sleeping countries with key accounts (El Corte Ingles, FNAC and Adveo Group) — Developed an of price channel in Australia, Canada and the US with the TJX Group — Developed an online Wholesale channel with YOOX Group and Giglio.com — Delivered co-branding projects with Inter Milan FC and Boeri Architecture — Established a B2B programme with corporate partners in Switzerland — Re-focused the product segment towards modern professionals Re-started the brand, with a rich 50 year history, but with a very limited International presence using a minimal marketing investment. Implemented a strategic 3 year plan to make the brand more relevant and visible. Increased gross margin across all channels and significantly reduced the amount of inventory.



● Commercial + Sales Director

Mywalit | Jul 2016 - Jun 2021

Development, Travel Retail and Customer Service. Management and development of worldwide Franchise partners and Distributors. Reporting to the Shareholders + Owners - Watford, UK. — Stabilised the core Wholesale channel within EMEA — Grew the 2 key territories of Italy (+11%) and Japan (+10%) — Grew Travel Retail to become 12% of Worldwide Revenues and increase brand visibility — Delivered continued growth throughout 60 countries and 2400 points of sale — Developed a Franchise concept for high growth potential markets — (Czech Republic, Poland, Georgia) — Implemented a successful exit strategy for product liquidation (Vente Privee Group, — Amazon) — Re-focused the business on Small Leather Goods, adding key new styles, developing — specials for certain markets and launching Stationary + Gifting as new categories. Re-structured the business to become more lean and international - aligned to the needs of the business today, rather than a start-up family owned business. Implemented a 3 year strategic plan to make the Brand more relevant, visible and competitive. Developed a team of agencies / agents within EMEA that professionally supported the development of the Brand. Increased shareholder value, reduced commercial risk and positioned the company for either an external sale or Management Buy Out.

● Independent management consultant

LUXX International, | Nov 2013 - Jul 2016

(Watches and Accessories) / Glamira, Istanbul (e-commerce jewellery)



● General Manager Jewellery Division

Guess Europe Sagl | Jul 2010 - Oct 2013

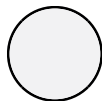
Service, Supply Chain and Logistics. Motivated and led a team of highly professional people in varying locations. Reporting to the SVP Jewellery Guess Inc (Los Angeles) — Attained 60M\$ Revenues within 24 months — Increased Gross Margin by 9% within 3 years whilst controlling OPEX below 11% — Delivered sustainable results throughout 56 Countries and 8000 Points of Sale — Opened the business in 11 new countries — Developed a Travel Retail business generating 3M\$ within Year 1 Implemented processes and tools to guarantee the accurate financial, budgetary and legal performance of the business. Defined and controlled WW Pricing and conditions, including Wholesale in mature markets. Designed a Supply Chain, suitable for a fashion business with global logistic centres and management of 3PL partners. Negotiated specific deals with key retailers and partners to reduce obsolete stocks, increase OTB and invest in TV and Cinema advertising - strengthening the category and brand.



● Accessories Marketing Director

Bulgari | Aug 2009 - Jul 2010

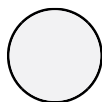
Strategic Management of Large and Small Leather Goods, Textile Products (Scarves, Ties and peripherals) and Sunglasses within the Accessories Business Unit - overseeing Product and Trade Marketing, Business Intelligence, Demand / Supply Chain Planning, Distribution Planning and Purchasing. Retained, motivated and led a team of highly professional and multi-cultural people. Reporting to the Accessories Business Unit Managing Director (Florence, Italy) — Achieved the budgeted 62M Euro Revenues for the FW10 and SS10 collections — Restructured the global product collection by -30% without jeopardising Revenues — Generated an additional 3M Euro turnover through re-launching « Mens ». — Increased Gross Margin by 8% through strategic small leather goods. Instilled a culture of internal and external analysis within Product Marketing, from "Brief" to "design". Redesignated the process and budget calculation for OTB (Open To Buy). Implemented regular worldwide competition analysis. Successfully managed collaborative relations to define pertinent ATL activities. Developed and introduced "Must have's" for Owned Stores. Re-focused the Business on the "cash cow" - Small Leather Goods, within Japan and Italy.



● Senior Planning and Purchasing Manager

Bulgari | Jan 2009 - Aug 2009

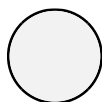
Unit (800 SKU and spend of 20M Euro) - overseeing Forecast + Demand Planning, Distribution Planning, Supply Planning and Purchasing. Motivated and led a team of 5 people. Reporting to the Accessories Business Unit Operations Director. — Successfully forecasted and attained 64M Euro Revenues — Leadtime reduction of 35% through Raw Material planning — Decreased vendor base by 30% to increase economies — Negotiated 10% COGS reduction to achieve GM target. — Successfully implemented SAP APO GATP Finalised the successful "start up" of a production entity (Bulgari Accessori, Florence). Achieved aggressive stock coverage targets. Consolidated and boosted WW Carryover sales results. Led successful, regular negotiations with all finished product vendors.



● Supply Planning Manager

Bulgari | Jan 2003 - Jan 2009

— +40% Product availability increase through implementing "Best Seller" strategy — +5% GM Increase on Textiles through raw material purchasing — Implemented Collaborative Planning with 20 Key Clients for 30% of Revenues Achieved aggressive stock coverage targets. Defined and implemented Safety Stock Planning in Japan, Americas and South Pacific. Restructured the Planning team into a customer focused entity. Successfully implemented SAP APO, Demand and Supply Network Planning modules.



● demand and supply planner

Bulgari | Dec 2000 - Jan 2003

business. Implemented standard weekly reporting procedures with Bulgari Japan to monitor stock, coverage and sales. Formed a collaborative

project to visit key regions / stores to understand shortfalls and increase availability.

Education & Training

2000

- **Nottingham Trent University**

DMS Post Graduate Diploma in Management Studies,