



# Shichao Wan

Luxury Retail professional

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## Languages

English (Fluent)

Mandarin (Native)

## About

I have seven years work experience in buying, sales, and retail management. Recently, I am proud to have worked in London with luxury brands like Liberty, John Lewis, Space NK, and YSL. During my time at Topsports, men's clothing sales grew 25% annually. As a manager at ZARA, our sales increased 15% in only six months. But my work is not just about sales. I focus on giving the best customer service and creating a motivating work environment. I have a Master's degree in Global Fashion Retailing, good skills in data analysis and supplier negotiation, and a desire to keep learning and improving communication. I am excited to use my experience and energy to improve sales strategies and help the retail industry to grow.

### BRANDS WORKED WITH

- Valentino
- Luxury Retail
- Topsports (Shanghai) Co., Ltd.
- ZARA(Shanghai) Co., Ltd.

## Experience



### ● Sales Associate

Liberty London | Nov 2022 - Nov 2023

- Engaging in luxury sales across renowned brands like Liberty, John Lewis, Space NK, and YSL. The exposure spanned across men's and women's apparel, beauty, and jewellery, rapidly enhancing understanding of the UK retail market.
- Engaged with no less than 50 customers daily, exhibiting meticulous service attitude which consistently received high praise from consumers, directly contributing to an increase in the brand's sales revenue.
- Actively sought feedback from customers to understand their preferences and concerns, which was utilized to provide valuable insights to the management for better inventory selection and marketing strategies, further driving customer satisfaction and sales growth.

### ● Buyer

Topsports (Shanghai) Co., Ltd. | May 2018 - Jul 2022

Topsports is the leading sports footwear and apparel retailer in China and holds a prominent international position as a primary retail partner for global giants like Adidas and Nike.

Buyer

- Market Trend Analysis and Procurement Strategy: By continuously monitoring market trends and competitive analysis, effective procurement strategies were implemented, resulting in a 25% annual growth rate in men's apparel sales.
- Optimized Inventory Management: Through refined inventory management and sales data analysis, the rate of stagnant stock was reduced by 15%, while the stock turnover rate was increased by 20%.
- Supplier Negotiation and Management: Successful negotiations with suppliers led to a 10% reduction in procurement costs while maintaining good supplier relationships and product quality, ensuring timely delivery of goods.
- Cross-Departmental Collaboration and Product Promotion: Collaborated closely with sales and marketing teams, planning 5 successful quarterly sales events, which on average boosted the sales by 30% per event, and elevated the market recognition of the men's apparel brands.

### ● Menswear Department Manger

ZARA(Shanghai) Co., Ltd. | May 2015 - Feb 2018

- Led a team of 10+ sales associates to surpass sales targets by 15% over 6 months while streamlining operational processes to reduce administrative workload by 20%, fostering a customer-centric retail environment.
- Cultivated a motivational work atmosphere, reducing staff turnover by 25% and elevating team productivity by 10%; advanced from supervisor to Department Manager within 1 years through internal promotion programs and e-learning courses.

- Utilized retail analytics to enhance customer retention by 10% and drive a 12% quarterly sales growth; elevated customer service standards to achieve a 95% satisfaction rate through training and real time feedback analysis.
- Promoted ZARA's sustainability initiatives, increasing departmental compliance by 30%; actively embodied and represented ZARA's brand ethos contributing to regional recognition for embodying company values.



### ● Sales Associate

Valentino | Dec 2023 - Now

Valentino within Harrods.

- > Sales Associate
- > Womenswear - 1st Floor
- > Consulting, clienteling and maintaining shop floor standards

## Education & Training

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2022 - 2023 ● London College Of Fashion, University Of The Arts  
Master of Arts,

2006 - 2009 ● Anhui University of Finance and Economics  
Bachelor of Business,