



# Vitantonio de Luca

WW Retail Manager at Ralph & Russo

📍 London, UK

[View profile on Dweet](#)

## Links

[LinkedIn](#)

## Languages

English (Fluent)

Italian (Native)

## About

A passionate, self motivated person with extensive experience in luxury retail and buying.

Specialties: managing large teams and volumes; service excellence; product knowledge; strategic thinker and motivator

### BRANDS WORKED WITH

- Alexander Mcqueen
- Briit Menswear
- Gucci
- Harrods
- Pinko
- Ralph & Russo
- Tiffany & Company

## Experience



### ● Retail Area Manager

Ralph & Russo | Dec 2019 - Feb 2023

Harrods, Dubai, London Maison.

In charge for the retail and Haute Couture sides of the business. Setting sales and kpi's targets, hiring and developing staff, Responsible for VM guidelines for all point of sales, including Franchisee locations (Doha, Montecarlo).

My role in HO involves also participation to production and development meetings, as well as the buying for all Stores under my responsibility. I play a very active role, front line for the Brand at 360 degrees

### ● Retail Area Manager - UK & IE

Pinko | Oct 2018 - Nov 2019

2 flagship locations (Brompton road - Regent street)

6 concessions across Uk and Ireland (Harrods - HN London, HN Manchester, Selfridges Manchester, HN Dublin, HN Edinburgh)

In charge of 60 employees in total.

Ma main achievement here has been to create and consolidate a strong selling team across the Country, creating and implementing a succesfull marketing strategies with key partners, within key locations.

I have also completed the re-locations and re-vamp of 3 concessions, and the opening of the (then) new Regent street store

### ● Founder

Briit Menswear | Sep 2017 - Dec 2019

During this time I have built a menswear Brand (timeless men's ath-leisure, made in Italy) with online presence on Amazon and my own website.

I have done this project completely by myself. I have produced the line in my home town in Italy and marketed it online across Europe.

This project pushed me to expand my skills set, which had to include: Design, production, styling and photography, branding & marketing, social media platform building and managing, sales, website building with shopify store associated to it.

### ● London Stores Director - Old Bond Street & Savile Row

Alexander Mcqueen | Apr 2015 - Jun 2019

In charge of the Mc Queen stores: OBS & Saville row.

Support of Retail Manager across all MCQ stores with coaching, training and staff development.

### ● Retail Director

Tiffany & Company | Oct 2014 - Apr 2015

The role was split managing the OBS Store (60M turnover) and HO at the Shard supporting the MD with all retail strategies across UK & IE.

- **Associate Retail Area Manager Uk - Ireland - Germany - Sweden**

Gucci | Jun 2013 - Sep 2014

In charge with the Retail Manager of 25 Stores across UK, Ireland Germany and Sweden.

- **Store Manager**

Gucci | Nov 2008 - May 2013

I started with Gucci with the new Opening in Westfield which I managed even before the store was open, including staff selection and all operations linked to a new opening. After two successful years (I managed to increase the turnover from £2.5M to £5M), I was promoted to the Flagship Store in Bond street, managing over 50 people. After a few months, the OBS store was nominated as centre of excellence across Europe, a hub for training new managers.

- **Floor Manager**

Harrods | May 2005 - Nov 2008

During my years in Harrods I have developed from a trainee manager (i have attended the Harrods Management Program by ILM) to being in charge to a large part of WW, covering the Contemporary rooms as well as swimwear.

During my years here I was awarded the 'Chairman award for Excellence'

## **Education & Training**

---

2005 - 2006

- **Institute of Leadership and Management - Harrods**

Retail Management- coaching - HR, Retail Management- coaching - HR

2005 - 2005

- **LCF**

Fashion Buying & merchandising, buying and merchandising

1997 - 2000

- **Universita degli studi di Bari**

Law, Law

1992 - 1996

- **Istituto tecnico commerciale 'Tannoia' . Corato, Bari, Italy**

Diploma Accountancy, Accountancy & Law