



Eve Jappy

Buyers Assistant

📍 London, UK

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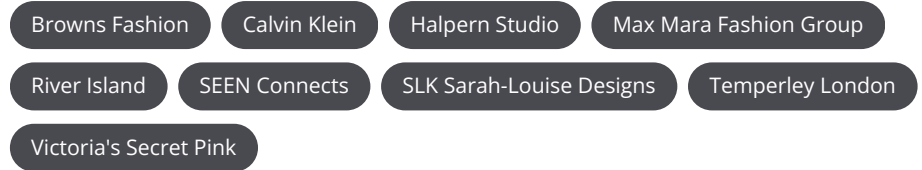
About

Buyers Assistant for the Fine and Fashion Jewellery Buying Team at Browns Fashion. Fashion and Business Masters Graduate from Manchester Fashion Institute.

Highly organised, passionate and creative individual. Extensive 5 years fashion business experience within head office fashion departments. Working for global brands including Browns Fashion, Calvin Klein, Max Mara and Temperley London.

Confident ability to use my own initiative, be proactive and work closely within a team environment. Worked across a variety of cities including Amsterdam, Faro, London and Manchester.

BRANDS WORKED WITH



Experience

- **Buyers Assistant**

Browns Fashion | Feb 2022 - Now

Fine and Fashion Jewellery Buyers Assistant for Browns Fashion, Farfetch Group. I obtain an in-depth understanding of the buying cycle and the importance of monitoring every stage of our products journey from order typing, OC checks, logistical queries to production correction. Daily communication with our suppliers to develop a strong B2B partner relationship. Attention to detail and organisation is key to ensure a smooth buying process so that Browns Fashion has the best product selection within the luxury industry.

- **Branding Strategist**

| Nov 2021 - Jan 2022

During a career break after studying my Masters, I worked with several clients to establish their brand identities for launch within the UK market. Specialising in the start-up and small business space within the fashion and creative industries.



- **Social Media & Account Executive**

SEEN Connects | Jun 2021 - Oct 2021

While completing my studies I worked at London-based Influencer Agency SEEN Connects' as their Social Media and Account Executive. On the social side I spent my time planning and running the Connects' brand Instagram and TikTok pages, and paid ad campaigns. I created and designed all assets and internal brand booklets using Adobe Creative Suite. On the Accounts side, I assisted the eBay accounts team with the whole process of creative briefing, contracting and relationship management with the Influencers on our network.

- **Marketing Assistant Intern**

SLK Sarah-Louise Designs | Mar 2021 - May 2021

I assisted upcoming fashion designer Sarah-Louise Koessler on increasing her new brand SLK Designs international presence. Responsibilities include influencer outreach and planning creative content through UNUM. Creating a brand book to establish brand identity and vibe. I also helped the founder launch her new diffusion line on her website and generated marketing content for the collection using social media channels TikTok and Instagram.

- **Showroom Assistant**

Max Mara Fashion Group | Nov 2019 - Mar 2020

At Max Mara I have gained a strong knowledge of materials, silhouettes and consumer interests. I assisted the Max Mara Studio Brand Manager in client meetings with UK and Ireland Buyers which has gave me an insight into how future product is chosen for certain store brackets. I completed sales throughs and checked cancellations, to see what products have achieved targets last season and what was not working for the clients consumer. I additionally assisted at the Pure AW20 Tradeshow in London with the EMME Marella selling team.

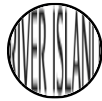


- **Visual Merchandising Intern**

Calvin Klein | Mar 2019 - Sep 2019

I moved to Amsterdam to take part in an internship with the Calvin Klein EMEA+ Visual Merchandising Team at the PVH Europe Headquarters.

I assisted on the European VM Showroom set up for Pre Spring and Spring'20. I worked on the Fall, and Pre-Spring '20 Guideline shoots - styling and dressing the mannequins | wallbays. Inbetween set ups, I wrote and created the VM Guidelines for Shop in Shop Wholesale sector of the business for two seasons. I helped prepare and create content for the VM Calvin Klein 360 event in Turin and Amsterdam, which is where we briefed the markets on the set up for the season ahead.



- **Sales Associate**

River Island | Oct 2018 - Feb 2019

By working on the shop floor, I believe I gained an indepth understanding of consumer needs and wants, including what desires them to buy a certain product. My main job was to constantly maintain high visual merchandising standards and assist consumers. I worked in a very fast paced environment therefore team skills and communication were vital.

- **PR Fashion Week Intern**

Temperley London | Sep 2018 - Sep 2018

A very inspirational and valuable week assisting the PR Temperley London team in the lead up to their Summer '19 show. Varied tasks included organising invitation delivery, sorting the show seating plan, and choosing influencers / VIPs outfits. For the show day, I was part of the front of house team greeting guests.

- **Model Dresser**

Halpern Studio | Feb 2018 - Feb 2018

This was my first experience working back stage at a fashion show. While helping the models dress, I was particularly soaking up the atmosphere and engaging with the team. I have recently been back for AW20 to help out, as I loved the whole atmosphere of the show.

- **Sales associate - Christmas Temp**

Victoria's Secret Pink | Nov 2017 - Jan 2018

As a Christmas Season Associate, I was able to work with different departments throughout the store including Visual Merchandising, Sales and Cashwrap. I learnt valuable skills such as building relationships with consumers through confident communication so that they enjoyed their overall store experience.

Education & Training

2020 - 2021 ● **The Manchester Metropolitan University**

Master's degree,

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