



Henrique Rossato

Luxury retail store manager

London, UK

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Languages

- Spanish (Basic)
- English (Fluent)
- Italian (Native)

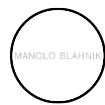
About

A commercially aware retail store manager with a proven ability to manage and enhance store operations within fast-paced retail environment whilst delivering high retail standards. Well-versed in creating effective merchandising projects, improving efficiently, and using sales strategies to drive revenues. Ability to direct and coach high-performance team to build robust relationship with customers. Committed to the achievement of customer satisfaction.

BRANDS WORKED WITH

- Fedelicashmere
- Giorgio Armani
- Manolo Blahnik
- P.A.R.O.S.H.
- René Caovilla
- Diesel

Experience



● Store Manager

Manolo Blahnik | Jan 2022 - Now

- Managing and training a team of 5, conducting appraisals and performance reviews, to increase sales and drive team satisfaction
- Planning store strategies/layouts along with implementing promotions and events leading to a 20% increase in sales from the first month
- Maintaining awareness of market trends in the industry and strategically adjusting against competitors to understand and act on forthcoming initiatives accordingly
- Shrinking and controlling expenses to reduce operating costs and maximize profitability
- Understanding store potential through reviewing current turnover resulting in setting new KPIs across inventory, staff management, customer engagement, and profitability
- Working closely with Value Retail Management in order to increase in-store foot traffic; recorded a 1.2% increase in traffic within a month
- Promoted virtual and personal shopping resulting in a 2% increase in transactions within a month
- Working closely with buyers and merchandisers to plan product ranges and maintaining inventory levels accordingly to the sales and profit predictions



● Flagship Store Manager

P.A.R.O.S.H. | Jan 2020 - Jan 2022

- Hired, trained and executed staff performance reviews that increased productivity by 30%
- Enhanced the brand image through visual merchandising practices that increased store footprint by 5%
- Implemented virtual shopping service during the national lockdown, driving the e-commerce sales processes
- Worked directly with senior management to plan and implement marketing and financial strategies
- Tracked inventory and managed suppliers accordingly to prepare maintenance budget strategies and maximise sales
- Promoted the brand locally by establishing new partnerships with private member clubs to increase the store's client portfolio. Assisted customers and provided recommendations based on customer's preferences and personality
- Identifying new location opportunities to increase profitability and expand business potential

● Store Manager

Giorgio Armani | Jan 2019 - Jan 2020

- Directed the execution of promotional strategies and sales
- Established and tracked store standards against the KPIs to maximise sales and meet margin goals
- Managed, scheduled and trained team of 15, considering shift preferences and availability to increase employee satisfaction by 10%

- Implemented loss prevention procedure
- Identified and merchandised classifications of high sales and profit potential, checked items against invoices and labelling

● **Flagship Store Manager and Buyer**

Fedelicashmere | Jan 2014 - Jan 2019

Handled customer complaints by phone, email and in person to assist them with returns, store and employee feedback.

- Organised store seasonal events to promote new collections and products and the opportunity to meet new clients and buyers
- Hired talent, booked staff training, arranged rotas and holidays to meet or exceed sales goals 90% of the time over 5 years
- Produced budget figures and maintained accurate records of all pricing, sales, and activity reports to increase the sales by more than 250K
- Evaluated sales figures, forecasted future sales and used foresight to manage stock levels resulting in reducing store costs by 30%
- Bridged the gap with the marketing office to promote the company brand/services and find new valuable clients