



# Rebecca Attrill

Sales & Relationship Manager

Cranleigh GU6, UK

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## Languages

English (Native)

## About

I'm known for my commitment, resilience and enthusiasm which I pride myself on and attribute it to making me a motivational leader who inspires loyalty amongst colleagues. I am an ambitious individual with excellent interpersonal skills that allow me to communicate with people on all levels across all facets of any business. I thrive in dynamic environments where change, quick thinking and multitasking are required. I am a luxury fashion retail & e-commerce manager, ensuring customer experience is at the heart of everything I do.

### BRANDS WORKED WITH

- Browns Fashion
- Farfetch
- Harvey Nichols
- Liberty London Ltd
- multichannel
- Selfridges

## Experience



### ● Private Client Manager

Farfetch | Oct 2019 - Jun 2023

Private Client Manager - Sales October 2019 - June 2023 Managing a team of online stylists, within the Private Client Team, specifically managing Eastern and Southern Europe.

- Team of 11 direct reports of Stylists and Senior Stylists with clients across UK, RoW, DACH, Eastern & Southern Europe
- Increased GTV for Eastern Europe by +37% over 2021 and 2022
- Creating a sales and activation plan for Eastern Europe focussing on Romania, Poland, Bulgaria & Czechia
- Leading global brand activations, creating a full strategy for activating across different regions & client tiers. Working with our creative & legal teams on assets, building out CRM and client touch points.
- Developing strong key plans across my team of stylists to grow loyalty within their client base driving GTV focussing on high value sales (sales over 20k)
- Consistently the highest performing team for 2022, and H1 2023.
- Lead Private Client Manager on: Commercial & Supply for UK & Europe  
Browns Stores - Augmented Retail & Instore appointments  
Dover Street Market Partnership  
Fashion Lab - Training programme for stylists  
Commercial lead for global offline sales, couture & MTO

### ● Store Experience Manager

Browns Fashion | Aug 2017 - Oct 2019

Managing Browns first Nomad store, Browns East in collaboration with FARFETCH- Store of the Future

- Opening of the new store, including recruitment and training of a brand new team and systems
- Part of FARFETCH senior steering team for Browns East representing operations, retail & sales
- Accountable for all operations within the store, ensuring we rotate all stock on a monthly basis, liaising with buying, operations and visual teams
- As the retail ambassador, I worked closely with the Store of the Future team on nurturing and establishing relationships with executives and board level clients during visits to the store, when we were working on new partnerships such as Chanel and Thom Browne
- Ensuring the team is fully versed in all new technology which was implemented into the store and any new experiences
- Continued feedback to all partners on the success of any new products and initiatives for Store of the Future technology
- Managing a team of 12 including one assistant manager, a supervisor and 3 security officers

## ● Fashion & Private Suite Business Manager

Liberty London Ltd | Oct 2016 - Aug 2017

Managing all of Liberty's fashion floors & Private Shopping whilst also part of the duty management team for the store.

- 12 direct reports which included 4 senior retail managers and 8 supervisors, however during duty management I would be responsible for the store entirely (a minimum of 3 shifts a week)
- Driving my teams and store performance through consistent achievement of loyalty, productivity and clientelling
- Opening and closing of the store including daily briefs store wide.
- Responsible for ensuring all store staff provided great customer service as well as monitoring the financial performance of the store reporting directly to the chairman and key stakeholders.
- Creation and definition of service and sales strategy across fashion
- Analysing latest trends with buying team, and competitor activity for future strategic planning.
- Weekly trade meetings with key stakeholders
- VIP Relations, I worked with the head of CRM on all communications, the redesign of the Liberty Loyalty programme and our Private Shopping programme. Partnered with Hotels, Corporate partners, Concierge companies and Talent agencies. Including McLaren, Make A Wish Foundation, Sketch and WeAreYourCity
- Established and relaunched the Stylist Club and creation of legal contracts for all members as well as introducing of new systems, reporting and analysis for Private Shopping growing the business by +80% from 2016-2017
- Highest performing division in customer feedback consistently for over 6 months



## ● Relationship Manager

Harvey Nichols | Jul 2016 - Oct 2016

Nurturing and developing key sit down now do you want to go upstairs to bed no no way would I relationships with HNW clients, analysing shopping habits and loyalty programmes and providing training across the Harvey Nichols Estate

- Maintained direct relationships with all 'Club' and 'Black tier' clientele, driving business through all our private service suites.
- Working directly with brands and buyers, maximising potential sales and also developing relationships to obtain new brands and styles not previously stocked within the Harvey Nichols Estate.
- Building partnerships not just with brands but also hotels, football clubs, universities and press teams, this included holding pop up shops, trunk shows and small customer events tailored to individuals. One of my successes included the highest performing trunk show at Bournemouth FC taking 17.5K
- Global Customer Experience ambassador, joining all of the Harvey Nichols international estate together in identifying HNW clients.



## ● Stylist Manager

Harvey Nichols | Jul 2014 - Jul 2016

Managing a team of stylists within Style Concierge in Knightsbridge and a nationwide team of online stylists

- Training and developing a team of stylists; which grew from a team of 3 to more than 10 and began trading on average 90K per week +302%
- Solely managed Style Concierge within Knightsbridge and a nationwide team of online stylists
- Day to day management of Harvey Nichols top tier VIP clients and identifying how these differentiate within the Loyalty tiers, VIP Vs CLub
- Managing and facilitating the day to day running of the 'Stylist Club' for external stylists - Including the relaunch in April 2015.
- Creation and development of the multichannel customer proposition and journey for the store and Style Concierge .

## ● Personal shopping Acting Manager

multichannel | Jun 2012 - Jul 2014

- I was brought into the role to set up the new click and collect / style advisor department within the Knightsbridge store.
- Reporting the Knightsbridge store's performance to senior management and directors.
- Creation of our Multi Channel action plan for the knightsbridge store, to then implement across all of the HN estates.
- Raise the conversion of data capture and personally implemented a new target and competition scheme to increase the database for our Knightsbridge store.
- Assessing the training needs and analysis for this role ahead of global role out.
- Created and coordinated multi-channel personal shopping training day for all stores within the UK estate.
- Chaired the multi-channel personal shoppers conference call focusing on sales and motivating the regional teams.



- **Brand Manager for Alice + Olivia**

Harvey Nichols | Sep 2011 - Jun 2012



- **Assistant Brand Specialist for Toywatch**

Selfridges | Oct 2010 - Sep 2011

## Education & Training

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1999 - 2004

- **Hitchin Girls School**

GCSE's grades A-C including English Literature, English Language and Maths.,