



Josephine Cullen

Merchandise manager

Amsterdam, Netherlands

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Languages

English (Fluent)

About

A creative and detailed collection Merchandiser, with 5 years of experience dedicated to the leather goods & accessories industry. Expertise in strategically implementing product ranges that deliver results & uphold brand integrity. Best described as an uplifting team player who is happy to speak her mind. Thrives from working in an international environment, passionate about transparent communication, acting with integrity & human compassion.

BRANDS WORKED WITH

- All Saints
- Burberry
- Next Plc
- Tommy Hilfiger
- Pandora A/S

Experience



● GLOBAL MERCHANDISE MANAGER

Tommy Hilfiger | Sep 2022 - Oct 2023



● SENIOR PRODUCT MERCHANDISER

Tommy Hilfiger | Jan 2022 - Now

Senior position covering maternity leave of Merchandise manager, overseeing wider team, reporting directly to FTW & ACCS director. Full ownership of people & strategy management for women's accessories business, 3 direct reports.



● PRODUCT MERCHANDISER

Tommy Hilfiger | Dec 2020 - Jan 2022

Overseeing all women's accessories business (LLG, SLG, Belts & Soft Acc) managing yearly budget of 83M, successfully ensuring 25% business growth in FY2021. Management of Coordinator, coaching on key merchandising and presentation principles, overseeing their management of smaller product groups to ensure growth through clear goal setting, open communication & creating an environment of support. Forecasting seasonal trends & analyzing history for quarterly range planning, defining roadmap for future seasons aligned with company vision. Dedicating attention to bringing end-to-end sustainability within bags product group investing in sustainable alternatives, launching a plant based leather collection & bringing awareness to the longevity & sustainability benefits of leather. Fostering exceptional working relationships with development and design counterparts. In-season collection management and presentation to internal/external stakeholders at all key milestones. Defining assortment and segmentation strategies specifically linked to category business with wholesale partners.



● JR. PRODUCT MERCHANDISER

Tommy Hilfiger | Feb 2019 - Dec 2020

Ownership of dual gender Soft Accessories & Belts business. Understanding and implementing product ranges that have a balanced commercial, seasonal and fashion landscape. Driving category business and opening new doors in key markets, responsible for 113% vs LY growth of category business in FY2020. Execution of the seasonal range plan, managing; market analysis, budget, options, pricing, forecasts, margin, and cross divisional alignment. Specialized in understanding yarn qualities, including weaving and knitting techniques. In-depth knowledge of the leather production process, ensuring all collections are 70-90% more sustainable in supply chain and material usage. Driving inclusion and diversity missions and launching Tommy Hilfiger's first Hijab Line in EMEA & a global plus size belts range



● PRODUCT COORDINATOR

Tommy Hilfiger | Jun 2018 - Feb 2019

Ownership of the Kids Accessories business, tasked with implementing core business and driving triple digit growth, exceeding KPI's and ensuring key account investment from pure players. Coordination on all elements of the accessories business including: range plan analysis, sample management, building strong working relationships with other divisions to ensure accessories are aligned across the business. Advanced proficiency in Excel, PowerPoint, PLM and Tableau.



- **PRODUCT DEVELOPMENT INTERN**

Burberry | Jun 2016 - Oct 2016

- **TRAINEE MERCHANDISER**

Next Plc | Jan 2016 - Jan 2017

Working with an international vendor base to ensure management of the critical path, delivery management, in season sales reaction, forecasting, presentation of sales performance. Proficiency in using systems such as Lineflow, Mainframe and Excel.



- **STYLIST**

AllSaints | Jan 2014 - Dec 2014



- **CREATIVE MERCHANDISE MANAGER**

Pandora A/S | Oct 2023 - Now