



Laura Perkins

Freelance Brand Strategy and Wholesale Sales Consultant

London, UK

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Languages

English (Native)

About

Throughout my career, I have worked in management led roles with a diverse range of international brands specialising in both high-end and commercially led goods with the likes of Burberry, Nike and Levi's. I have also followed a passion of mine and set up my consultancy company which helps start-up brands define and execute their sales strategies and ideal distribution plans, which I continue to do today. Throughout my career, I have gained invaluable skills in Sales, Marketing and Events Management and I am an avid traveller and keen photographer.

BRANDS WORKED WITH

- Burberry
- Lansdowne Creative Recruitment
- Laura Perkins (UK) Ltd
- Levi Strauss & Co.
- LK Bennett
- Nike
- Nike Town London
- WOLFORD LONDON Ltd

Experience

● Brand and Wholesale Sales Consultant

| Sep 2021 - Now

I offer a bespoke blend of commercial services to maximise a brand's potential.

Before setting up my consultancy, I spent two decades working with some of the most recognised brands and global retailers in the fashion and lifestyle industries.

Through my extensive experience - across luxury, contemporary, lifestyle and sporting brands - I am uniquely positioned to work across various functions. Creatively driven, I work directly with designers and founders, specialising in setting global sales strategies for brands to position and align them in the marketplace. I work on cultivating consistency, and positive growth and fostering long-term retailer partnerships. My role involves connecting leading retailers and brands each season through regular showcasing of the collections in line with market calendars. I also support brands with their overall strategic priorities and have a keen interest and focus in product assortments including lifecycle and pricing architecture.

Brands and Agencies I have worked with;

- Louisa Parris
- Chapman Agency
- Anne Vest
- L'Afshar Accessories & Home
- lr.d
- OTK



● Account Manager - EMEIA Department Stores

Burberry | Dec 2017 - Sep 2021

Responsible for inspiring and energising a team of 4 Account Executives in an ever changing fast paced environment in London and Paris.

Creating and executing the sales strategy across the team and EMEIA region for department stores in the UK, IRE, Russia, France and Switzerland.

● Freelance - Global Sales

Laura Perkins (UK) Ltd | Nov 2016 - Mar 2018

I created global sales strategies and ideal distribution planning for start-up brands to position and align them in the market place, cultivating consistency, positive growth and fostering long-term partnerships. My role involved connecting leading retailers and brands throughout the beauty and fashion industry.



● Strategic Account Executive

Nike | May 2015 - Nov 2016

Responsible for the Nike Training Categories and NET Revs of \$30m at one of WE's largest International Sporting Retailers.

Create & manage the seasonal forecasting and quarterly/annual financial planning process.

Produce and drive scalable store concepts partnered with a tiered assortment strategy.

Creating and presenting strategic plans at directorship level both internally and externally.

Inform and influence cross-departmental teams within Nike Western Europe.

Drive the collaboration between EHQ stakeholders, operations, merchandisers, retail brand & the account to ensure we are aligned on strategic plans whilst identifying future growth opportunities and market share gain.

I Project Managed the 2016 Annual Managers Conference for 800+ Store Managers and Key Stake Holders up to CEO level. I was responsible for the Nike creative design, brand message and content, including presentation format, sporting activities and budget. I managed a team of 15 people to ensure the critical path was met while building upon relationships with external agencies and internal marketing teams to ensure an inspiring, fun and educational event with limited financial resources.

I grew the Training Categories by +15% NET in FY16 and +12% NET FY17 YTD.

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● Key Account Manager

Levi Strauss & Co. | Sep 2012 - May 2015

Accountable for the P&L and turnover of £15 million within Northern Europe.

Ensuring sustainable & profitable growth within the top volume driving Accounts in Northern Europe.

Selling seasonal collections & holding monthly and QBR trade meetings at directorship level to ensure strong seasonal sales and high productivity levels, continuity forecasting is on trend, monitor intake budgets and ensure the accounts are on track to AP.

Range planning and forecasting with in-house Merchandise Teams to ensure the accounts needs and 'big bets' are fulfilled while staying true to brand identity.

Negotiating trade terms and seasonal margin enhancers, in line with company strategies.

Ensure marketing opportunities are established & activated to elevate the brand presence.

VM and space planning, identifying opportunities for space gain & shop fits within key locations.

Identifying growth and additional opportunities through various sales tools, robust forecasting and developing key relationships within the accounts at both head office and store level.

I successfully pitched & negotiated a branded marketing drive in over 20 Key City Debenhams stores, to include pop-up shop-in-shops which drove additional wholesale sales of £250k.

I drove the 'Perfect Day' initiative, set up to ensure Dept Stores follow Levi's visual merchandising guidelines, correct use of POS & range assortment priorities, which is now used in all major UK department store and rolling out across Europe.

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- **Key Account Manager UK & IRL**

WOLFORD LONDON Ltd | Jan 2009 - Aug 2012

Accountable for the P&L of Key Accounts throughout the UK & IRL, making up 49% of the total UK/IRL Business across which included all major department stores (Harrods, Selfridges, HoF, JLP, Harvey Nichols, Liberty, Brown Thomas) leading independents and e-commerce accounts (NAP, ASOS).

Directly responsible for KAC budgets and sales forecasts and have had exposure in managing the entire wholesale budgets for the market in the absence of the MD.

Responsible for the recruitment, development and leading a team of 15 sales consultants.

Identify and develop the ideal distribution strategy and negotiate on shop floor space & concessions.

Maintain strong and trusting relationships with buyers, merchandisers, personal shoppers & floor managers to ensure high sell through and profitable growth.

Protect the brand image and co-create the marketing and promotional plans in-line with company strategy.

Create an inspiring showroom environment that highlights the brands seasonal stories & brand DNA

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- **Sales & Marketing Co-Ordinator**

WOLFORD LONDON Ltd | Mar 2006 - Dec 2008

- **PR, Events and Marketing Assistant**

LK Bennett | Jan 2005 - Mar 2006

Running the corporate events which brought a high return in sales & new customers to the company.

Increased sells of corporate events such as fashion shows and readership evenings by 40%.

Negotiated advertising rates with influential consumer magazines & selling in stories to consumer, national and regional press.

Managing the PR Managers diary and events schedule and maintaining the marketing and press databases.

- **Creative Recruitment - Team Leader**

Lansdowne Creative Recruitment | Jan 2003 - Jan 2005

- **Visual Merchandise and Events Team**

Nike Town London | May 1999 - Jan 2001

