



Dominika Swiacka

Fashion Wholesale Consultant

London, UK

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Languages

English (Fluent)

Polish (Native)

About

A highly experienced and results-focused professional with over 15 years of expertise in the industry. With a creative and lateral thinking approach and a deep understanding of the fashion sector from various perspectives. My specialisation involves developing Wholesale Strategies tailored specifically for the luxury market.

BRANDS WORKED WITH

Alexander McQueen diffusion line

Charles Gray by Helene Berman

DS33 luxury handbags and leather goods

Ducie

L'Apartment by Mirabel Edgedale

MABO UK

Rainbowwave

The Vestry, Ladies Fashion

Experience



Global Sales Director

Ducie | Nov 2021 - Jun 2022

- Created successful strategies to grow the wholesale business of Ducie brand specialising in luxury leather outerwear
- Managed sales agents in Canada, Portugal, Denmark and Australia as well as German and Norway distributors to ensure successful implementation of growth strategies in each territory
- Reviewed existing distribution and worked on growing the brand with more high end retailers
- Organised and managed markets in Paris and London to showcase the collections to buyers including accounts like La Samaritaine, Harrods, Antonia, Globus, G&B or Aishti
- Conducted store visits and meetings with buyers to promote the brand and discuss growth opportunities and collaboration
- Developed retail targets and worked closely with Ducie to develop designs and ranges for collections according to buyers' feedback and territory requirements
- Managed and led wholesale teams, developed seasonal budget forecasting and oversaw the yearly selling calendar to ensure processes were in place to meet deadlines for sampling, photoshoots, and sampling for agents and distributors
- Negotiated terms with buyers, managed RTVs and in-season sales
- Directed all visual aspects, including photoshoots for lookbooks



Global Senior Wholesale Account Manager

Rainbowwave | Sep 2018 - Oct 2021

- Worked in a luxury multi-brand showroom, managing and growing wholesale across global markets within Designer and Resort departments. Working on various brands over the years including Marfa Stance, Simkhai, Koche, Kalita or Thierry Colson.
- Created a sales strategy each season to secure new accounts and grow the current £4M yearly portfolio.
- Set and led sales appointments with major and independent boutique buyers in Paris and London showrooms, including Browns, Moda Operandi, Bergdorf Goodman, Matchesfashion, My Theresa, Harrods, Harvey Nichols, and Net-a-Porter.
- Negotiated terms with buyers, including trade/settlement discount, ST guarantee, markdown/marketing contributions, RTVs/swaps.
- Collected and analyzed sell-through reports.
- Carried out in-store training to support the brands.
- Responsible for sales targets by store, country, region, and channel, annually and per season.
- Provided selling support to each account to drive after-sales business and growth opportunities.
- Provided support with new collection design development/working on exclusive styles.
- Provided End of Season reports for brands with sales and collection

performance and analysis.

- Worked on and analyzed commission statements.

● Wholesale Operations Manager

L'Apartment by Mirabel Edgedale | Oct 2017 - Sep 2018

- Managed the wholesale distribution and agency processes in a fast-paced multi-brand showroom.
- Worked with luxury brands such as Marchesa Notte, Missoni Accessories, Atoir and Three Floor.
- Managed distribution: processed orders during sales campaigns, submitted bulk orders to production, oversaw shipments, and organized deliveries to customers worldwide, including all major luxury department stores and retailers.
- Worked closely with buyers from major department stores and e-tailers in Europe, Asia, and the Middle East, including Harvey Nichols, Net-a-Porter, Liberty, and Harrods.
- Confirmed orders and processed POS, invoiced and chased for deposits and balance payments.

passion for creativity and innovation

- Proficient in MS Office, NuOrder, Sage 50, Photoshop, JOOR, Zedonk, and QuickBooks
- Proven ability to develop and execute strategy planning initiatives
- Highly organized and detail oriented, with strong numerical skills

● Founder and Creative Director

DS33 luxury handbags and leather goods | Feb 2015 - Sep 2017

- Responsible for brand development, sales and marketing and social media
- Liaised with buyers from independent boutiques and multi-stores in Asia and the Middle East, including department stores like Harvey Nichols Kuwait.
- Processed orders and invoices to wholesale customers.
- Responsible for all logistics and product shipments to wholesale and independent customers.
- Managed website content and lookbook photoshoots.
- Attended trade shows in Paris to introduce the brand and meet with international buyers.
- Product design and development, including shape and print design, leather/fabric and trim/hardware selection.
- Visited factories to work on new shapes development and monitored quality control.
- Responsible for samples, product approvals, and bulk deliveries.
- In charge of costings and negotiating prices for raw materials.

● Production Coordinator

Charles Gray by Helene Berman | Mar 2012 - Feb 2015

- Created and managed production critical paths from initial sample to final product, reporting directly to the MD
- Managed and analyzed the database of all garment styles to optimize productivity at the factories
- Created docketts for all Charles Gray accounts and Helene Berman collection, ensuring the same patterns and styles were cut together for various customers to maximize efficiency
- Planned production for new seasons, ensuring factories reached optimal workloads
- Arranged and managed quality control in the factories
- Maintained garment stock levels and optimized warehouse usage to reduce costs
- Sourced trims, linings, and fabrics, negotiating best prices and lead times
- Processed sales orders to ensure all trims, linings, and labeling were coordinated with production

● Sales Executive/Account Manager

MABO UK | May 2010 - Feb 2012

- Liaised with Far East and European factories, negotiating prices and best terms for deliveries
- Responsible for growing and developing new and existing relationships with major UK retailers
- Identified, built, and sustained effective partnerships with suppliers to

deliver outstanding products and maximize sales and profit contributions

- Tracked purchase orders to ensure the timely delivery of merchandise to the distribution center
- Sourced and developed new products for new and existing customers
- Managed accounts from order placement to delivery
- Arranged trims tests with Intertek and followed up on reports

● Assistant Designer

- Alexander McQueen diffusion line | Nov 2006 - Apr 2007

Work placement: 2 months full time and 4 months part time

● Retail Manager

The Vestry, Ladies Fashion | Jan 2004 - Mar 2010

- Started as a sales assistant, worked my way up and became a Flagship Store Manager after graduating in 2008.
- Responsible for 20 members of staff, including management, and £2 million yearly turnover
- In charge of Visual Displays and Merchandising in three stores, ensuring all products and displays were merchandised effectively to maximize sales and profitability
- Maximized sales by consistently promoting a culture of customer service excellence, with a 17% increase in sales in the first year of appointment as a Store Manager and 20% in the second year
- Responsible for recruitment, selection, training and supervision of staff to maximize sales

● Fashion Wholesale Consultant

| Jul 2022 - Now

- Working with various brands across Resort, Accessories and Womenswear categories on a freelance, consultancy basis
- Presenting brands to smaller luxury boutiques and larger accounts including Matchesfashion, La Samaritaine, Al Tayer Group, Harrods, Browns, Net-A-Porter
- Growing wholesale accounts and preparing brands for the markets
- Implementing pricing strategies that maximise profit margins while remaining competitive in the luxury fashion market
- Negotiating contracts and agreements, ensuring favourable terms and conditions for both clients and the company
- attending market in Paris to promote the brands

Education & Training

2005 - 2008 ● Middlesex University

1st Class BA Hons in Fashion Design,

2004 - 2005 ● London College of Fashion, University of Arts London

Diploma of Management,