



# Candice Nicholas

Head of Merchandising and buying

London, UK

[View profile on Dweet](#)

## Links

[LinkedIn](#)

## Languages

English

## About

### BRANDS WORKED WITH

Miu at Prada Group

Miu Miu at Prada Group

Mytheresa.com Bags, Accessories and Fine Jewellery

Luxury Childrenswear Superbrands

Harrods Buying Department

Mens International Gallery – Harrods

## Experience



### HQ Merchandiser

Miu Miu | Aug 2022 - Now

HQ Central and Collection Merchandising responsibilities:

- Developing Product Merchandising brief, with Product Development teams to create strong and consistent collections. Supporting the collection merchandising process – collection briefing, product hierarchy, presentations of collections, organize delivery groups and packages and sales materials.
- Securing exclusives, special projects e.g. Ramadan, and capsule collections for key stores.
- Creating reports and presentations whilst conducting market and competitors' analysis and trends to propose development opportunities, deep diving on strategic category developments and amendments to price positioning; to define the right product strategy with Worldwide Directors to deliver profitable departments irrespective of fluctuating trends.
- Contributing to category sales budget building whilst monitoring the achievement of the category sales. Reviewing sales performance vs budget plan and inventory forecast to derive OTB by region; in coordination with Marketing Operativo on a monthly basis.
- Assisting with reorder planning and allocation plan of merchandise understanding stores' profile and allocating according to store needs. Management of central stock system for replenishment and transfer of stock between the regions.
- Prepare and present budget, forecast, and quarterly business reviews with Directors

### General Merchandising Manager

Miu at Prada Group | Mar 2022 - Now

Central Europe - March 2022 – present.

### Retail Merchandising Manager and Buyer

Miu Miu at Prada Group | Jun 2019 - Mar 2022

- Direct buying responsibility and management of merchandising mix for RTW, Shoes, Leathergoods (Bags & Accs) and Fragrances in 9 stores across Central Europe and Switzerland.
- Responsible for order placement by category according to the global assortment, OTB and stock targets set by planners, keeping the buy in line with objectives defined by the WW Merchandising Managers' and CEO.
- Reviewing all regional "open to buy", sales plans, and order/re-order schedules in order to align local business plans to global category strategy.
- Developing the "merchandising grid", in terms of breadth, depth and the positioning of each relevant product in each store.
- Assuring the execution of market and competitor's analysis in terms of product and pricing positioning in the different markets; providing regular feedback to HQ and CEO.
- Continuously monitoring business performance by category and communicating strategic opportunities.
- Interpreting the market needs/trends and contributing to the iden-

tification of the various customer targets: evaluating lifestyle, attitude, behaviour of local and international consumers.

- Providing direction across all functions to ensure the execution of the region's strategy; including Visual Merchandising and Communications team.
- Preparing and presenting new collection trainings to relevant corporate and regional functions to support and promote sales, including new products and new techniques.
- Liaising with the Operations/Production Departments in order to contribute to assure the appropriate development of product specifications and functionality, assure product delivery priorities in line with local commercial needs and market strategy.
- Successfully launched additional RTW stores in Germany through identifying the market and client needs.
- Developing and setting the financial targets for the region and stores in conjunction with Finance.
- Solely responsible for developing marketing strategies to promote the region i.e. popups, events, product capsules and exit strategies.

## ● Junior Buyer

Mytheresa.com Bags, Accessories and Fine Jewellery | May 2017 - Jun 2019

- Managed portfolio of 150 brands (30 million OTB) across Bags, Accessories and Fine Jewellery in conjunction with Senior Buyer, attending all international markets during Fashion Weeks.
- Brands include established luxury e.g. Gucci, Saint Laurent, Valentino, Prada, Bottega Veneta to contemporary and emerging brands.
- Within portfolio, sole responsibility of 40% of the buying e.g. Balmain, Victoria Beckham, Stella McCartney, Jacquemus, Jimmy Choo and responsible for launching new brands online.
- Analysing sales performance on a weekly basis and regular trading actions; proposing actions in order to achieve agreed targets and manage markdowns in order to maximize margin and optimize sell through.
- Regularly presenting trade reports to Buying Directors, in addition, Trend and OTB presentations to all areas of the business including Board of Directors.
- Maintaining awareness of all fashion and industry trends, new brands and reviewing them as potential suppliers.
- Creating and securing seasonal strategies for categories i.e. exclusive collections and products.
- Communicating with all relevant areas of the business the range plans and specific highlights or key products; efficiently improving sales performance with close correspondence with Marketing, Social Media, Merchandising.
- Negotiating deliveries to ensure consistent and early flow of goods/merchandise to maximise sales and meet plan targets.
- Supporting the physical store and on-line with product information, training, visits and merchandising to maximize sales.
- Finalizing all end of season agreements with suppliers and co-ordinate any stock movements and administration.
- Working closely with the Buying Teams i.e. RTW and Shoes and all other stakeholders in relation to the selection of collections in order to ensure themes are consistent across the whole brand.
- Assisting Merchandising Director with seasonal plans and OTB across the business.
- Managing Buying Assistants and Assistant Buyers.

## ● Assistant Buyer & Senior Buyer's Clerk-Harrods

Luxury Childrenswear Superbrands | Dec 2015 - May 2017

Nominated for Harrods Awards for Excellence

## ● Senior Buyer's Assistant & Buyer's Assistant

Harrods Buying Department | Mar 2014 - Dec 2015

## ● Etro Brand Manager

Mens International Gallery - Harrods | Oct 2012 - Mar 2014

## ● General Merchandising

|

- Responsible for the merchandising strategy and controlling of all products categories reporting to the CEO of Miu Miu and Regional Director delivering analysis and feedback on sales performance, merchandise mix, and all key business issues. Continuous collaboration with the director to recognize opportunities i.e. commerce and wholesale opportunities
- Overseeing growth of Miu Miu securing the Northern Europe market as a Top 5 region, achieving £20 million +102% vs 2021, with stores regularly featuring in Top stores WW ranking in addition managing Central Europe stores which achieved £7 million.
- Achieving outstanding results: Leather goods vs 2021 in QTY +95% and in VAL +107%, with growth of the Bags +101%, Accessories +120%, Shoes +162% in QTY and +179% in VAL, RTW +73% and 85% in VAL whilst increasing AVP in all categories.
- Defining the store and country segmentation selection and responsible for the product direction: ensuring that newness is present, and that volume lines are maximized. Overseeing the retail schedule with new deliveries and new product drops, markdowns, marketing initiatives.
- Analyzing the distinctive features of the market in terms of sales, trends, and characteristics of the clientele in order to acquire an extensive understanding of the market and to remain constantly up to date.
- Handle replenishment and rebalance products, with the Headquarters Retail Merchandising Manager, to achieve sell-through targets.
- Analyzing the sales performance and sell-through, supervise the local market to ensure the right management of the stock and the proper replenishment, well timed to seize the business opportunities.
- Responsible for overseeing the product assortment, store modifications and capacity planning; for key restyling's and new openings within the regions i.e. 2022-2023: Selfridges (two stores), Harrods (two stores), Vienna, Frankfurt, Berlin and Dover Street Market.
- Analysis sales performance by country and identify opportunities and develop strategies to further grow each product category performance on regional level
- Chair monthly meetings with relevant internal stakeholders and external partners to disclose product launches, pushes and investments to achieve commercial success: drive activity across the network through partnerships and commercial initiatives in line with the brand image.
- Collaborating with local communication teams collaborate the Marketing and CRM strategy for collections and product launches
- Prepare briefings on market trends, customer profile and competitors' information for Creative team's
- Working closely with the Store management to implement all the seasonal buying strategies and OTB budgets to achieve the business objectives providing an opportunity to lead, coach and motivate the teams, inline with the values of the brand and goal setting.

## Education & Training

---

- 2007 - 2010 ● **University of Manchester**  
Bachelor of Arts,