



Candice Nicholas

General Merchandising Manager and Buying Manager at Prada Miu Miu (Head of Merchandising Central Europe and Northern Europe)

London, UK

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Links

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Languages

English (Native)

About

Experienced within fashion buying with a demonstrated history of working in the luxury retail industry from experience in Harrods, MYTHERESA, Prada Group across multiple categories and platforms (bricks and mortar and ecommerce) for over 10 years. Skilled in Buying, Merchandising & Planning including Trend Analysis, Luxury Goods, Retail, Stock Management, and Wholesale. Strong support professional with a Bachelor of Arts (B.A.) focused in Economics from The University of Manchester.

BRANDS WORKED WITH

- Harrods
- Harvey Nichols/Selfridges
- Mytheresa.Com
- Prada Group Full-Time
- Prada
- Miu Miu

Experience

● General Merchandising Manager Miu Miu

Prada Group Full-Time | Feb 2022 - Now

Led a disruptive and brand elevating Product Vision that continues to elevate and push Miu Miu. Drive the strategic and business planning process specific to the Merchandising Function; incorporate financial objectives into merchandise plans to achieve fiscal revenue targets and lead the Product Team towards completion of objectives.

Engage directly with Executive Team and leaders from multiple departments (Marketing, CRM, Commercial, and Planning) to drive Collection and product category direction and engage cross-functionally; be the voice of Product across the business to ensure future looking Product Strategies and Merchandising direction are executed through the business, to the consumer, with excellence. Establish and bring Collection and Category strategies to ensure cross-functional alignment whilst creating Tiered Assortments that creates market segmentations and allows for differentiated distribution opportunities.

Operate as the financial lead for Merchandising; This includes key financial metrics, achievement of financial parameters, and leading the business to make profitable merchandise decisions.

General Merchandising Manager, responsible for developing and executing merchandising strategy across all categories. Primary functions will include; manage financial planning, propose results-oriented actions to achieve sales objectives, communicate corporate strategies to store network and regional merchandisers, collaborate with Milan Merchandising teams as an advocate for the needs of my markets.

- General Merchandising Manager responsibilities:
- 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.



● **HQ Product Merchandiser RTW (interim)**

Prada | Feb 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

● **Contributing Editor**

| Jun 2020 - Now



● Retail Merchandising Manager

Prada | Jun 2019 - Feb 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 identification 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 - B



● Junior Buyer

mytheresa.com | May 2017 - Jun 2019

Luxury Bags, Accessories and Fine Jewellery

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.

● Senior Buyer'S Clerk

Harrods | May 2015 - Jun 2017

- Currently demonstrating exceptional product knowledge of the brand and the manufacturing and distribution processes.
 - This role has given me a solid understanding of how to drive a business with a strategic approach in the luxury retail sector through close analysis of the Sell-Thru report, taking responsibility for KPI results and taking ownership for the stock integrity of the brand.
 - Developing Etro through defining the problems, collecting data, and draw valid conclusions to report back as well as working in conjunction with the buying team and the vendor to maximise every opportunity for growth.
 - Maintaining excellent levels of visual merchandising on the shop floor, whilst adapting Etro guidelines accordingly with Harrods standards.
 - Building strong relationships with key clients, ensuring they are informed and enthusiastic towards the brand, including profiling customer's needs and trends in shopping.
 - Liaising with the Harrods Photo Studio and Press team to push profits for the brand
 - Attended Harrods training, 'Introduction to buying' and on the 'Harrods Sales Associate to Buyers Clerk' programme-currently assisting tasks such as RTVs, maintaining relationships with vendors and brand training, comparative shopping, moodboards, stocktakes, dealing with faulty and damaged stock, shop floor queries, stock integrity etc
- see less

● Buyers Clerk

Harrods | Apr 2014 - May 2015

● Etro Brand Manager

Harrods | Oct 2012 - Mar 2014

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- see less

- **Sales Assistant temp**

Harvey Nichols/Selfridges | Jun 2012 - Sep 2012

- Sale of products through direct contact with customers, currently in Harvey Nichols I worked for lingerie brand Simone Perele and within Selfridges I worked for the Mens Superbrands (Givenchy, Mcqueen and Dries Van Noten)
 - Contribute to the achievement of sale's target, maintaining a high level of service and understanding of customer needs
- [see less](#)

Education & Training

2007 - 2011

- **The University of Manchester**

Bachelor of Arts (B.A.), Economics