



# Cameron Pratt

Hugely passionate in Arts, Music, Fashion with over 2 years experience in luxury markets

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## Links

[Instagram](#)

## Languages

Japanese

Ukrainian

English

## About

I am a confident, passionate and creative individual who is enthusiastic and driven. I enjoy working individually and as a member of a team. I can communicate effectively with all demographics. I have demonstrated these skills within the various types of brands I have worked under, and in the roles I have undertaken. My studies (in Creative Media, Art & Design, Bachelors in Fashion) and my work have built my understanding and awareness of how luxury markets operate and have developed my skills in areas such as how to market a product, promote a brand, and sell to luxury clientele.  
Willing to relocate: Anywhere

### BRANDS WORKED WITH

Bottega Veneta

D & I Window Solutions

DNA Leeds

Eco Concepts UK LTD

Harrods

Natasha Zinko

SLS Sports Lettings Solutions

Solarframe direct Ltd

Yuhan Wang

## Experience

### ● Stylist & Sales

| Apr 2023 - Dec 2023

I work as an in-store stylist and sales assistant at Natasha Zinko in Soho. Our space is called WRHS13 an NZ Space. We are a Ukrainian brand that has bold ideas and concepts that are best described as 'straight to-runway' in their nature, with influences of different culture. My role involves styling clients who come to the store, and importantly vending items in-store using effective selling techniques and building relationships with fashion-orientated people who come to the space in the area. I take a commission on each sale.

Duties include:

- Fulfilling online orders, packing items using Farfetch Storm process, and using Shopify to account for client's purchases through our website and Farfetch.com
- Building relationships with clients who come in the store, getting to know them as individuals to benefit their overall shopping experience and communicating what we are as a brand and culture in Soho
- Filling weekly sales report's to keep account of the businesses earnings and outgoing weekly.
- Having a strong eye for detail regarding how garment placement looks and how a luxury company should present its ethos to the public
- Working as part of a team, passing around ideas and opinions on how we can improve the look of the store and working with a range of people looking at what garments will fit them and look the best, as well as giving them the luxury experience of what they came for.
- Being held responsible for opening and closing the store and given the freedom to feel part of an efficient group of people who work together as a team.



### ● Showroom Assistant

Natasha Zinko | Oct 2023 - Oct 2023

The position was to work as a showroom assistant for the brand, I currently work for during Paris Fashion week.

As a brand, we annually will either host a show room in Paris for fashion week, and depending on the month or period of the year we would run a show for our collection. This showroom was an opportunity to showcase our Spring/Summer 24 collection during the most important fashion event of the year, and also give those a chance to view some of the pieces who didn't make it to our London Fashion Week show in September.

Duties included:

- Assisting my manager, setting up of the showroom
- Positioning/styling pieces on clients
- Packing and unpacking garments
- Being time efficient
- Dealing with VIP's in a new environment
- Developed a further understanding of how the luxury fashion industry operates during the busiest time of the year and gave me the opportunity to learn more, working overseas for a brand seeing how we operate in a different environment.



## ● Fashion Runner

Natasha Zinko | Sep 2023 - Sep 2023

The position was to work backstage as a runner for the brand I currently work for during our London Fashion Week show in Soho Square. We show at Fashion week annually, and is the most important/busiest time of the year for us as a company. This collection, SS24 focused on camping, and orchestrated towards creating an environmental approach to fashion, displaying themes of the outdoors whilst still maintaining that element of our unique identity as a brand.

Duties included:

- Assisting the models backstage ensuring the maintenance of garments during and after the show.
- Including making the models ready on time
- Building a relationship with the models assisting them with whatever they may need to work effectively
- Taking images for the brands socials
- Assisting with seating arrangements of VIPs that we're attending our show.

## ● Personal Shopper

Eco Concepts UK LTD | Dec 2022 - Mar 2023

I worked as a freelance personal shopper the role proceeds privately shopping for high end clients mainly bases overseas In areas of Asia, such as Hong Kong, Japan an Shanghai.

Duties included:

- shopping in Central London at luxury stores such as Goyard, Chanel, Louis Vuitton, and department stores Harrods and Selfridges.
- I conducted my shift by using a work phone provided by the company with a list of items I must purchase throughout the day.

Working at Eco Concepts, furthered my understanding of the high end markets and has developed me to work towards targets, gaining commission on every item I buy for a client.

The role has also allowed me to further develop my people skills through dealing with clients and making sure their needs are fulfilled, and through going that extra mile to get what a given client wants and to keep them happy with my service. Ultimately the aim was to provide a luxury personal experience.



## ● Client Advisor

Bottega Veneta | Jun 2022 - Aug 2022

As a client advisor an employee of Bottega I learned how a luxury brand works on the inside, from stock management it's communication to clients how we sold our stock an

developed selling techniques. I was entrusted with building relationships with VIP clients and advising customers on the brand and its collections. Working here I displayed skills such as working flexibly under pressure and as part of a team, I efficiently managed time to accomplish tasks at hand, showed that I am goal oriented to inevitably close sales and improve KPI's. I also enjoyed to have genuine conversations with clients at times sharing with them my understanding of luxury fashion, collections, and my passion for the industry as a whole.



### ● Harrods Menswear Sales Associate

Harrods | Nov 2021 - May 2022

The position was to work in luxury menswear retail, in the mens essentials department of Harrods. My role is to communicate knowledge on fashion trends and give a descriptive insight into the items we are selling in the section which we are working in. To ultimately generate sales, and appeal to whatever a customer's needs may be.

Duties Include: merchandising goods on the sales floor, building relationships with customers tailoring to their expectations, carrying myself and my manner well. Setting an expectation for a customer's needs and being knowledgeable on the brands we are selling in our section.

### ● Dresser

Yuhan Wang | Sep 2021 - Sep 2021

The position was to work backstage as a runner for a Japanese brand, during London Fashion week.

Duties included: assisting the models backstage ensuring the maintenance of garments during and after the show. Including making the models ready on time, and building a relationship with the models assisting them with whatever they may need to work effectively.

### ● Leaflet Distribution/Canvassing

Solarframe direct Ltd | Jun 2019 - Jun 2020

Duties included: delivering leaflets in various areas around Yorkshire, worked individually and studied a map to effectively navigate a certain area. Also worked as part of a team to hit targets, Developed customer relationships informing them of the product we were promoting

Skill Set: I worked individually at a fast pace, where I had to hit desired targets for the day, being friendly and approachable with people.



### ● Marketing/Sales Assistant

DNA Leeds | Aug 2019 - Dec 2019

Duties included: using customer service skills informing customers of what the company offer representing their clients. Building customer relationships, developing sales techniques

Skill set: worked in a group/team to achieve set targets for the day, established a particular sales technique to get the results needed. Worked efficiently in a high pressure environment.

### ● Sports/Leisure Assistant

SLS Sports Lettings Solutions | Mar 2019 - Aug 2019

Duties included: Maintaining the wellbeing of everyone in an around the school which I worked at, supervising the facilities with different sports activities going on, setting up equipment and taking the equipment down. Care taking the school making sure everything is as it

should be, opening and locking gates, assisting/supervising clients with the set up of their activities. Skill set: Worked independently after school hours, built a friendly rapport with clients being easy to approach, knowledgeable of where things are. Worked to a specific time scale to have sports equipment set up for when clients arrive.



- **Admin Assistant**

D & I Window Solutions | May 2018 - Jul 2018

working in general showroom environment

Duties included: assisting in office, answering phone calls from various different customers and clients, developing customer relationships and forming them of the product, sorting paperwork.

Skill set: building rapport with customers, being friendly and approachable, knowledgeable and informative on the product.

## Education & Training

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2021 - 2023

- **University of the Arts London**

Bachelor's in Fashion,

2020 - 2021

- **Leeds Arts University**

Diploma of Higher Education in Art & Design,

2016 - 2017

- **Barnsley College**

UAL Diploma in Creative Media,

- **Barnsley Academy**

Diploma of Higher Education in Mathematics, English Language, English Literature, Geography, Religious Studies, Art and Design,