



# Holly Laing

BA (Hons) First-Class Buying and Merchandising for Fashion Graduate | Aspiring luxury fashion buyer

Ashford, UK

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## Languages

English (Fluent)

## About

I am a highly skilled and resilient individual, with a First-Class Buying and Merchandising for Fashion BA (Hons) degree, having studied at the Fashion Retail Academy. Experienced in buying and merchandising with a demonstrated history of working in the fashion retail industry within both roles. Additionally, having worked within the high-street sector as well as in an MA/BA role in the fast paced, continuously changing luxury environment. The true spark to my strong passion for luxury. Skilled in Sales, Customer Experience, Adobe Photoshop, Adobe InDesign and fully proficient in Microsoft Office software.

### BRANDS WORKED WITH



## Experience



### ● Merchandising + Buying Administrator

LINLEY | Jan 2022 - Oct 2022

Working alongside one other administrator, ensuring all buying and merchandising related tasks run smoothly for the whole of the business, reporting back directly to the head of/director.

Days differ within this fast pace luxury environment. Below are some of the responsibilities and tasks carried out across the week:

- Assisting with weekly stock counts.
  - Writing POs and AOs for any customer requests
  - In charge of running weekly sales and stock reports.
  - Creating a WSSI and ensuring the WSSI is up to date at all times.
  - Managing stock movements in and out of the business, transferring products when needed.
  - Updating relevant documents
  - Supporting the team with new product decisions. E.g new colour ways
  - Liaising with other departments and suppliers to ensure all runs smoothly
  - The completion of Lacey Act forms when necessary
  - Amending CP adjustments and RRP adjustments on the relevant systems (NAV).
  - Pricing products in preparation for warehouse sales
  - Trend analysis and suggestions
  - Critical path and stock movement management
- Salary: £23,000 per annum



### ● Buying + Merchandising

LINLEY | Nov 2021 - Jan 2022

A 3 month Buying and Merchandising Internship and the Linley Head Office.

Aiding with day-to-day tasks, shadowing the Head of Buying/Merchandising.

- New product selection
- Assistance with WH sale pricing
- Admin tasks including drafting emails to suppliers
- Inputting sales and stock information
- Educated on the relevant ERP system
- How to write purchase orders and assembly orders

Skills relevant and used include:

Team working and communication

Attention to detail and organisation

Problem solving

Microsoft office proficiency, inc. Excel

Passion and drive



- **Fashion Buying**

Marks and Spencer | Aug 2021 - Sep 2021

A one month placement in the M&S HO within the womenswear/lingerie department.

Paired up with the current BAA and BA of the department, following and observing day to day tasks within these roles, learning exactly what the roles consist of.

Below are some tasks worked on during the one month placement with M&S:

- Creating comp shop presentations to present back to higher members of staff within meetings, inc. Junior Buyer and Senior Buyer.
- Assisting with the creation of sign off packs
- Racking up the product per colour way, ready to be signed off
- Product size and price analysis
- Attending relevant trade meetings including; fit sessions, range rack up and sign off
- Assisting the AB with approving lab dips
- Liaising with other departments. E.g merchandising and garment tech to ensure everything runs smoothly
- Analysis and edits on the critical path document



- **Retail Sales Assistant**

Primark | Aug 2020 - Mar 2022



- **Crew Member**

McDonald's | Jul 2019 - Dec 2019

- **Office Member**

Ntdl Contracts Limited | Jul 2016 - Jul 2017

## Education & Training

2020 - 2022

- **Fashion Retail Academy**

First Class BA (Hons) Degree, Buying and Merchandising for Fashion

2019 - 2020

- **Fashion Retail Academy**

Level 4 Diploma (Distinction), Business and Marketing for Fashion Retail

2016 - 2018

- **Buckwood School Ltd**

A levels, Photography, Business and EPQ

2012 - 2016

- **Buckwood School Ltd**

GCSEs, Inc. English and Maths