



Luke Smith

Senior Global Product Merchandising Manager at Burberry

📍 London, UK

[View profile on Dweet](#)

Languages

English (Native)

About

BRANDS WORKED WITH

Adidas Originals

Burberry

Napapijri, A VF Company

Topman

Experience



● SENIOR GLOBAL PRODUCT MERCHANDISE MANAGER

Burberry | Sep 2021 - Now

Managing and driving the men's ready to wear business, seasonal fashion week runway show, and the Burberry collaborations /special projects. Responsible for driving +£1 billion annual revenue, working from concept to consumer delivering impactful, meaningful collections that elevate the brand in the luxury space whilst delivering commercial revenues. Quickly created a new brand strategy that celebrates the brands authentic British heritage, focusing on storytelling, while delivering modern contemporary energetic product. Work closely with the finance team to manage the financial targets, and break these down into manageable category targets for each season. Manage a menswear team of 6 merchandisers, working closely with planning, and design teams. Led the collaboration strategy, with the goal of energising and elevating Burberry's luxury status in the market. Led the Supreme collaboration.

● SENIOR GLOBAL PRODUCT MERCHANDISE MANAGER

Napapijri, A VF Company | May 2020 - Sep 2021

Managed the inline business, key accounts, and collaboration strategy for Napapijri. Brought in to reposition Napa within the outdoor/street/sportswear market, improve + maximise the revenue potential, sell through, and margin, while adding energy to the brand. Created and implemented a new 3 year financial plan. Created an 'ICON' franchise management strategy of 'NAPA hero models, while protecting and re-energising older icons while at the same time creating new iconic silhouettes playing on key Napa strengths and DNA that can disrupt the market, energising the brand. Launched new icons with pinnacle collaboration partners, tier 0/1 accounts, telling authentic, culturally resonant stories that connect with culture, with a strong segmentation strategy, commercialisation and wider distribution. Brought in to maximise the opportunity within footwear for Napa. Large footwear business that has been managed poorly, with huge over investments in styles, poor efficiency, and low sell through. Created new product and refined the segmentation strategy to focus on archive 'outdoor' icon models, recontextualised for today's consumer. Split the business into more consumer centric concepts. E.g. a concept focused on youth streetwear/outdoor, adventure wear, to target the youth/ directional customers e.g. ASOS, ZALANDO etc. Created a new SMU/key account strategy based on gaining market share in the fastest growing area (UK). JD/ASOS/END CLOTHING etc. Huge task to align, and manage all parts of the business, together (men's, women's footwear, accessories and collaborations) to holistically complement each other while delivering impactful, trend/consumer relevant, sustainable, revenue rich collections. Created and managed a new collaboration strategy in a 'collaboration saturated' market. Based on NAPA iconic silhouettes, working with iconic partners and brands, iconic fabric mills, to create cultural resonant storytelling and energetic collections. Delivered to Tier 0/1 authenticating accounts.

● SENIOR GLOBAL PRODUCT MANAGER

Adidas Originals | Aug 2019 - May 2020

Managed the global men's apparel business for adidas originals. Privileged enough to be able take a hands-on approach to the business. I along with my team set the financial, and product strategy along with the storytelling/marketing for all men's adidas originals apparel. Well ahead of the season we analyze the retail landscape, deep dive into previous financials + results, listen to market input upfront as well relook at segmentation. We split the business into smaller more manageable

'concepts' under the umbrella of originals apparel. This allows greater focus, and greater efficiencies. Different concepts can play on different aesthetics/culture and appeal to different consumers, all while delivering a holistic, cohesive, impactful apparel collection.

- **GLOBAL PRODUCT MANAGER**

Adidas Originals | Jan 2018 - Aug 2019

Responsible for the biggest franchise in sports fashion: 'adicolor'. The backbone and critical to the adidas originals business. (Over €1 billion annually) Tasked with rejuvenating an aging concept I introduced and drove a bold new strategy to inject new life, freshness and drive energy back into the concept through product, story, better sourcing/negotiation and activation. Working cross functionally and leading a holistic strategy with Women's, kids + accessories, footwear. Introduced new and exciting archive-based products as key newness, intrinsically linked through culture, as-well as new fabric packs, and premium executions. While newness was a key driver in the success of the concept, also analyzing poor products: low margin etc., low efficiencies, poor fabrications, and stripping/resourcing increased the margin significantly. Over achieved the volume targets by +1 .88mil units (total vol 9.58mil units), while increasing the overall margin by over +2%, (generating an extra €29mil for originals apparel) making it the best adicolor season to date but most importantly making it a relevant concept to all markets and consumers again.

- **BUYER**

Topman | May 2014 - Jun 2016

Joined Topman as assistant buyer on the newly formed private label brands team. Working closely with the buyer to develop, fit and deliver: TOPMAN LTD, TOPMAN LUX, TOPMAN DESIGN, and DESIGNER COLLABORATIONS.

Education & Training

2005 - 2008

- **University of the arts London**

Ba Hons, Fashion Marketing