



Davide Moras

Store Director

📍 London, UK

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Languages

English (Fluent)

Italian (Native)

About

MASTER'S

BRANDS WORKED WITH

AILOVIOU, Design concept store

ARMANI OUTLET

Armani Outlet Bicester Village

Cheshire Oaks and York Designer Outlet

DUEDIECI, Design concept store

Saint Laurent

Experience



● Store Director - Harrods

Saint Laurent | Aug 2022 - Now

Responsible for promoting brand engagement and loyalty to customers, in particular Top Clients and VIPs, to guarantee store business development and goals achievement. Representing the Company and be a proactive Sales professional who guarantee compliance with all procedures set by the Headquarters and aimed at managing/developing Store Staff and ensuring that the Store runs efficiently. Managing 4 concessions and e-commerce; 45 team members; turnover above 25M.

- Attract, recruit, develop, retain, and engage customers
- Implement action plans to achieve sales target and P&L: Define targeted quantitative and qualitative goals and ensure they are achieved Analyze the results, verify daily, weekly, monthly activities and set up yearly assessments: KPIs
- Communicate high quality relevant feedbacks and reporting to HQ and/or staff
- Know and monitor business environment including local competition
- Promote the culture of the brand internally and externally
- Ensure store atmosphere upholds brand image
- Build a network of people who have an impact on local and international Luxury business to develop customers' loyalty (especially with Top Clients and VIPs)
- Identify, attract, recruit, develop and retain talents
- Motivate and challenge the team on a regular basis
- Create development plans for sales staff and management
- Ensure that all the processes are in compliance with legal, safety, internal requirements, sustainability, HR and stock organization Supervise warehouse stock and verify that it is in line with the Store's sales potential. Report to Merchandising Retail at Headquarters accordingly Manage inventory activities considering related inventory results in collaboration with the Back Office Operation
- Challenge current processes to ensure efficiency, stock accuracy and effectiveness

SAINT LAURENT



● Store Director - Bicester Village Outlet

Saint Laurent | Nov 2018 - Aug 2022

Responsible for promoting brand engagement and loyalty to customers, in particular Top Clients, to guarantee store business development and goals achievement. Representing the Company and be a proactive Sales professional who guarantee compliance with all procedures set by the Headquarters and aimed at managing/developing Store Staff and ensuring that the Store runs efficiently. Managing 28 team members; turnover above 18 M.

- Attract, recruit, develop, retain, and engage customers
- Implement action plans to achieve sales target and P&L:
- Communicate high quality relevant feedbacks and reporting to HQ and/or staff
- Know and monitor business environment including local competition
- Promote the culture of the brand internally and externally
- Ensure store atmosphere upholds brand image
- Build a network of people who have an impact on local and international

Luxury business to develop customers' loyalty (especially with Top Clients and VIPs)

- Identify, attract, recruit, develop and retain talents
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GIORGIO ARMANI

● **Store Manager - Armani Outlet**

Cheshire Oaks and York Designer Outlet | May 2017 - Oct 2018

Responsible for recruiting, training, supervising and appraising staff for two stores. Managing budget, monitoring and maintaining statistical and financial records, dealing with customer queries and complaints, overseeing pricing and stock control, meeting sales targets. Managing 20 team members (13 Cheshire Oaks, 9 York); turnover above 7M

- Analysing sales figures to achieve KPI's, interpreting trends to facilitate planning and implementing action plans to boost the sales
- Proposing and organizing promotion for the stores
- Ensure that all delicate situations regarding customer complaints and the overall sales process are dealt with accordingly
- Ensuring a high level of customer service
- Updating retail manager - Head office - HR on business performance
- Touring and money mapping sales floor regularly
- Ensuring that the visual standards for the store are met
- Supervise warehouse stock and verify that it is in line with the Store's sales potential. Report to Merchandising Retail at Headquarters accordingly
- Manage inventory activities considering related inventory results in collaboration with the Back Office Operation

GIORGIO ARMANI

● **Floor Manager**

Armani Outlet Bicester Village | Feb 2016 - May 2017

Responsible for leading/training staff, delivery plan, store/staff KPI's, payroll, time sheet, health and safety, visual merchandising. Managing 19 team member.

- Analysing sales figures to achieve KPI's, monitoring staff KPI's and performances.
- Ensuring standards for quality, customer service and health and safety are met
- Ensuring that the visual standards for the store are met
- Touring and money mapping sales floor regularly
- product training for the staff
- Ensuring a high level of customer service
- responsible for Top client

● **Visual Merchandiser**

ARMANI OUTLET | Jun 2016 - May 2017

Responsible for coordinating VM activities for the Armani Outlet stores in UK. In conjunction with my role as Floor manager in Bicester Village, the company appointed me as key contact for all the Armani Outlet Visual activity between the UK branch and our HQ in Italy. developing floor plans and three-dimensional displays in order to maximize the sales. Constantly working building relationships with the Value Retail and McArthurGlen VM team in order to ensure, promote and display our stock to reflect in a prime position the add cam paign.

- Ensuring that the visual standards for all the stores are met
- Reporting and dealing with our VM team in Italy
- Monthly catch-up conference call with all the Store Managers and Outlet retail Manag
- Analysing sell-through and stock levels for all the store
- Visiting the stores on a quarterly basis to review store VM
- developing floor plans and three-dimensional displays in order to maximize the sales

- **Floor Supervisor**

ARMANI OUTLET | Oct 2015 - Feb 2016

Responsible for the formal wear/tailoring section men's and ladies wear, GA - EA - AC lines, supervising and appraising staff, tailoring expert in-store, customer service, VM in store. Supervising 10 team members.

- product training for the staff on formal wear section
- ensuring a high level of customer service for the front of house of the store
- responsible for VIP clientele
- tailoring expert in store
- overseeing till/cashier
- visual merchandiser in store

- **Designer Freelancer**

DUEDIECI, Design concept store | Feb 2014 - Jun 2014

creating, exposing, and selling accessories made by DAMOS, Davide Moras

- **Designer Freelancer**

AILOVIOU, Design concept store | Feb 2014 - Jun 2014

Creating, exposing, and selling t-shirts made by DAMOS, Davide Moras

Education & Training

2014 - 2014 ● **BTK, University of Berlin, Photography**

Photography course certificate ,

2010 - 2014 ● **NABA**

Fashion Design, marketing and brand management , Fashion Design