



Dian Shahid

Digital Luxury Entrepreneur /
Luxury Marketing Consultant

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Languages

English (Fluent)

Urdu (Native)

About

An outgoing individual with a tremendous ability to communicate with others. Maintaining a polite and compassionate approach is vital when working in teams and providing customer services. Comfortable collaborating in groups or independently, recognising the importance of working collectively and in unison.

Demonstrating initiative is the keystone of my work ethic in the competitive luxury retail sector. I excel under pressure, leveraging critical thinking while maintaining rationality. Thriving in dynamic environments, I am highly adaptable and have gained a competitive edge in today's challenging market.

BRANDS WORKED WITH

Cartier Harrods

Harrods

Menswear International Harrods

Experience



Luxury Sales Assistant

Harrods | Dec 2021 - Now

- I have continually worked in Harrods, Selfridges, Fenwick, for concession brand stores on a temporary, part time basis between December 2021 to present.
- Working for various fragrance brands such as Givency, Creed, Penhaligons and KGA Fragrance.
- Maintaining composure at all times while adhering to the brand's luxury reputation.
- Being personable to consumers and projecting confidence and knowledge about the products.
- Processing transactions and assisting customers in finding what they're looking for.
- Becoming a brand ambassador by accumulating and picking up essential knowledge.
- Through my interpersonal and communication abilities, I was able to establish an excellent foundation and relationship with the rest of the team at Harrods Shoe Heaven.

Boutique Host

Cartier Harrods | Jul 2022 - Oct 2022

- Serving as the Boutique's focal point, greeted each customer as they entered, and ensured that they received prompt, courteous service.
- Prioritised a seamless customer journey and extensive knowledge of key pieces like the Juste en Clou Bracelet.
- Monitored wait times to maintain a consistent flow of consumers.
- Organised appointments for high-profile clientele on behalf of sales colleagues.
- Provided a welcoming atmosphere by offering beverages such as coffee, juice, or water, which successfully contributed to a relaxed experience for every customer during their wait.

Sales Associate

Menswear International Harrods | Mar 2022 - May 2022

- Advised clients on menswear options and effectively cross-sold within the department.
- Established a client portfolio of loyal repeat consumers, enhancing divisional spending.
- Built a reputable presence in Harrods by networking with senior stakeholders.
- Collaborated with teams for a seamless Summer sale during peak trade hours.
- Provided valuable feedback to buyers, addressing areas for improvement in low-sales scenarios and staying updated on critical components and client needs.
- Specialized in 'Palm Angels,' focusing on popular ready-to-wear styles like printed Palm T-shirts and hoodies.

Education & Training

2019 - 2021 ● Whitmore High school
(Sixth Form),