



Lina Basma

Founder at Lina Basma Consulting

📍 London, UK

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Links

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Languages

English (Fluent)

Arabic (Fluent)

About

BRANDS WORKED WITH

Harrods

Jimmy Choo

Lina Basma Consulting

Matchesfashion.Com

Reiss

Selfridges

Temperley London

Experience

- **Founder**

Lina Basma Consulting | May 2015 - Now

- **Commercial Director**

Temperley London | Feb 2011 - Apr 2015

- **Interim SVP Merchandising and Commercial Development**

Jimmy Choo | Jun 2010 - Jan 2011

- **Head of Buying and Merchandising @ REISS**

Reiss | Mar 2009 - Jun 2010

- **Buying Manager Designerwear and Superbrands**

Selfridges | Oct 2004 - Sep 2008

- **Senior Buyer International Designers**

Harrods | 2000 - 2004

- **Buyer Womenswear**

Matchesfashion.Com | Sep 1996 - Sep 2000

Buyer all categ

Education & Training

1992 - 1996

- **Central Saint Martins**

Fashion Communication and Promotion, Fashion