



Manuela Cavallero

Senior Buyer | Personal Stylist
| Planner | Product Developer

📍 Dubai - United Arab Emirates

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Languages

English (Work Proficiency)

Italian (Native)

About

I'm an Italian detailed oriented image consultant with +10 years proven experience in the Luxury Fashion and Jewellery industry. My track record includes overseeing the development of more than 50 high-end products. I've had the opportunity to train and mentor over 200 boutique staff members, fostering a culture of excellence in customer service and sales. Devoted to enhance the personal image of private clients, helping them refine style and confidence, building capsule wardrobe with 10/15 pieces.

SKILLS

- Creativity
- Performance Sales/Stock Analysis
- Trend and Market Research
- Negotiation and Communication
- Organisation and Planning
- Full Product Life Cycle
- Colour knowledge

BRANDS WORKED WITH

Alitapleat

Calvin Klein Ck205w39nyc

Cartier

Conbipel

Esemplare - Burberry At Pattern Spa

Lenskart Eyewear

Experience

● PERSONAL STYLIST & IMAGE CONSULTANT

| Jul 2023 - Now

- Streamlined closet organization process, maximizing storage capacity and enabling quick outfit selection; resulted in 50% time savings during morning routines for clients
- Season colour analysis, closet organizer, outfits builder, personal and focused shopping, follow up. Certified by Central Saint Martins, University of Arts, London

● Senior Buyer & Merchandiser

Lenskart Eyewear | May 2022 - Now

Full term contract

- Create the assortment and the product range for current stores and new openings in the Gulf
- New products and trends research, analyzing competitors, attending optical trade fairs in Dubai
- In-store visiting and Sales Associates training with new launches
- Creation of new collections and development of existing ones to build an iconic offer aligned with the clientele
- Developing third party brands, negotiating prices, quantities, deliveries, allotment

● High End Merchandiser

Cartier | Jun 2021 - Dec 2021

Temporary contract

- Follow up on the stock to achieve the best sellable inventory level and work closely with the boutique Managers and Area Sales Managers of the region.
- Forecast sales and transfers store to store in order to maximize sales and fulfill VIP viewings, optimize stock and maintain the right product mix.
- Create High End events with correct assortment of jewels and iconic pieces.
- Suggest and identify new opportunities, collect feedback from the boutique and shape them around the business.
- Share evaluations with the central teams on products assortments of High End creations, novelties, price positioning.



● **Buying and Merchandising Consultant**

Alitapleat | Mar 2020 - Apr 2020

Short-term project in consulting for fashion online ecommerce

- In-depth understanding of the UAE market, studying the business and analysing best performing categories in order to maximize profit.
- Setting quantities for the Buying Plan, generating the best balance between stock and forecasting sales.
- Reviewing the strategy to adapt to the new commercial scenario during Covid19, managing to reach KPIs, the optimization of markdown and the right assortment.

● **Planning Specialist**

Calvin Klein Ck205w39nyc | Jan 2017 - Jan 2019

Full term contract

- Spearheaded the management of all aspects of production life cycle from manufacturing to final shipment as well as monitored and evaluated overall productivity procedure to ensure timely and quality product deliveries
- Manage procurement of raw material according to production demand, analyse workflow and liaise with fabric and small accessories department to schedule production launches
- Review production plan vs target volume, capacity and resources as well as supervise operational activities to ensure maximum production within stringent time and budget

● **Fashion Buyer & Product Developer RTW**

Esemplare - Burberry At Pattern Spa | Jan 2013 - Jan 2017

Full term contract

- Established buy quantities that support market and financial goals within the open-to-buy (OTB) parameters, aligning a long-term strategy, optimizing floor capacity and assortment for the Italian brand Esemplare. Spearheaded the product development for Made in Italy brands: Prorsum Burberry and London Burberry
- Manage the category Outerwear M/W of Esemplare approaching every local market with a growth strategy.
- Close collaboration with Retail and Visual Merchandising following brand's guidelines to drive sales and understand every store challenges
- Liaise with Operations and Supply Chain the flow of inventory, seasonality, peak season, rebalancing stock intra-stores
- Partner with Marketing regarding store openings, events, in-store experiences, shows (Pitti Firenze, White Milano).
- Orchestrate the product development for Burberry, including planning and sourcing fabrics and accessories, coordinating and supervising production processes

● **Assistant Buying & Merchandising**

Conbipel | Jan 2011 - Jan 2013

Stage - Full term contract

- Provided support to Senior Buyer of Women Department Apparel and Merchandising in strategizing and organizing new season by evaluating latest sales trends for the POS
- Support product decisions (price positioning and merchandising strategies) to ensure maximum growth and spending OTB focusing on best sellers and optimizing floor capacity
- Conduct market research to analyse seasonal fashion trends through Rate of Sales and Week On Sales.
- Create budget and re-forecast sales
- Analyse Sell Through by categories, % Sell-in and Sell-out, all the KPIs and negotiate with suppliers
- Align the stock replenishment and generate sales reports on weekly basis
- In-store walk through with VM to increase any sales opportunities

Education & Training

- 2023 - 2023 ● **Central Saint Martins, University of Arts, London**
Certification, Personal Stylist
- 2010 - 2011 ● **Scuola Amministrazione Aziendale (SAA)**
Master, Master of Finance
- 2008 - 2008 ● **College of Fashion, London College of Fashion**
Certification, Luxury Brand Management
- 2007 - 2009 ● **University of Economics**
Master Degree, Master Degree in Economics and Company Management
- 2003 - 2007 ● **University of Economics**
Bachelor Degree, Bachelor of Economics