



Emily Cronin

Commercial Director

London, UK

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Languages

English (Native)

About

Head of Buying and Retail with premium and high street brands across omnichannel, bricks and mortar retail and wholesale. Creative and energetic, highly strategic and resourceful with a positive management style and keen eye for product development. A proven track record of building successful trend led profitable ranges from scratch, providing stable foundations for future growth. Creating authentic, brand integrated and customer focused product ranges with a strong emphasis on supplier base, margin, design, sustainability, quality and style.

BRANDS WORKED WITH

- box2
- LKBennett,Sainsburys,Superdrug,BonMarche
- StPeter&StJamesHospice
- Warehouse
- Zara,Lipsy,JaneNorman

Experience

● Head of Retail

StPeter&StJamesHospice | Mar 2020 - Now

- Delivered a 42% turnover increase in 2022/23 vs 2021/22
- Driving creative and commercial vision within the retail strategy and business plan
- Online selling across multiple platforms, eBay, depop, Vinted and a premium e-Commerce own brand platform. 14 bricks and mortar high street multi site stores 12,000 sq ft distribution centre, lease
- Trained a team of fifty retail staff across an omnichannel business in building productive trust relationships with customers, over a period of 3 years, resulting in repeat customers and 42% turnover increase for 2022/23.
- Implemented a social media strategy which led to a 20% uplift in sales and

● Head of Buying

box2 | Jun 2016 - Mar 2020

- Designing and developing a successful commercial womenswear and accessory ranges from conception through to delivery size 14-32 for an eCommerce market, eight catalogues per year and online
- Radically overhauling the supplier base and brand image across all categories to increase sustainability, margin, quality, maximising best sellers, continuity lines
- Developed strategies to maintain required stock levels at minimum cost
- Negotiated contracts with global suppliers to establish quality, cost and delivery requirements. Buying trips to Greece, Italy, Morocco, France, China.
- Growing the business by 20% year on year
- Project managing a new stock system across the company - increasing productivity and integrating critical path, WSSI, swot, lessons learnt, full weekly analysis, managing a team of 10 people
- Working closely with the CEO, finance and marketing team to implement best practice across the business

● Buying Consultant

Zara,Lipsy,JaneNorman | Jul 2011 - Jun 2016

- Offering strategic design, buying and merchandising services to global brands, both retail and eCommerce led
- Working closely with senior management and business owners to build and drive successful brand building, sales strategies, identifying key business opportunities to seek net profit results
- Highly product focused, I worked to implement commercial ranges that are aligned to the brand aesthetic and customers, with a key focus on improving brand profitability & supply chain timelines by working directly with Far East suppliers in China and Korea



● Senior Fashion Buyer

Warehouse | Apr 2006 - Jul 2011

- Brand ownership for Warehouse Accessories, overseeing the design team - Soft and hard accessories, online, 60 bricks and mortar shops, 250 concessions in department stores
- Worked cross-functionally with e-commerce and marketing teams to deliver on targets. Fashions shows, shoots, online promotions and PR
- Grew turnover from £5 million to £14 million over four years
- Global sourcing, buying trips four times per year visiting all suppliers from China to Brazil, conducted product quality analysis, ensuring products aligned with pricing value and company standards and auditing
- Collaboratively building relationships both with internal stakeholders, brand partners and suppliers

● Buyer

LKBennett,Sainsburys,Superdrug,BonMarche | Jan 1998 - Apr 2006

- Working across various fashion product areas - Clothing, hard and soft accessories, gifting
- Followed product life cycle from design with suppliers to in store, tracking sales and best seller repeats
- Determined and evaluated new supply options for existing and emerging purchasing needs to cut costs
- Global buying and sourcing trips to Hong Kong, China, Korea and Taiwan

Education & Training

2020

● London College of Fashion

Fashion and Sustainability,

● Middlesex University

Bachelor of Arts,