



Carsten Skovgaard

Director

London, UK

[View profile on Dweet](#)

Links

[LinkedIn](#)

Languages

Danish

English

About

A high achieving Buying Director, currently operating in the luxury fashion retail sector. Brings a strong track record of success during appointments with major brands such as Harrods, John Lewis and Hackett. Equipped with a broad, senior leadership skill set that is highly transferable, complemented by advanced management training. Specialises in buying and product merchandising. Increased annual t/o in men's brands by 65% in 3 years at John Lewis and transformed the perception of the brand in the UK menswear market. As Buying Director for Hackett, with full P&L responsibility for the Buying and Merchandising department (annual t/o approx. £90m). Offers exceptionally strong knowledge of retail practices, including trend analysis/forecasting. Leads with an engaging leadership style that wins respect at all levels.

BRANDS WORKED WITH

- Bosnia and The Danish Artillery
- Drop-Off London Ltd.
- Hackett London
- Harrods Ltd
- John Lewis Partnership
- MEN FASHION STORE
- New & Lingwood London Ltd.

Experience

● HEAD OF BUYING AND MERCHANDISING

New & Lingwood London Ltd. | May 2019 - Dec 2023

Headhunted to replace the previous product manager. Managing a team of 5 buyers and merchandisers. In charge of everything from Design to delivery of bulk on to the floor. Managing +80 vendors/factories around the UK and EU.

● BUYING DIRECTOR

Drop-Off London Ltd. | Jan 2019 - Mar 2019

Headhunted for the role at Drop-Off as their head of brand acquisition. A tech start up set to disrupt the delivery market in UK and EU with a 100% green delivery service for consumer goods. Unfortunately, their first round of funding has fallen through and have not got capital to pay my salary.

● BUYING DIRECTOR

Hackett London | Jan 2013 - Sep 2018



Handpicked for a role with a multi-channel British menswear retailer that boasts +90 full price and outlet stores internationally, plus an online business. Reporting to the Brand Director, this is a fast-paced role with full P&L responsibility for the Buying and Merchandising department (annual t/o approx. £90m) and accountability for driving performance. Scope includes buying from the wholesale collection and creating 25% of options on a seasonal basis for retail/franchises. The position operates as option count, density and linear project leader and key member of the 360-degree marketing team. Leadership of a team of 10, including Head of Merchandising, merchandisers and allocators, is a key element of the role.

- Increasing sales in first year of appointment by 12% and succeeding in boosting the mix of retail sales 60% vs wholesale 40%.
- Yielding strong business benefits, such as improved accountability, access to data and efficiency, by introducing full reporting systems in the business.
- Devising and managing a full continuity collection for stores, which now takes +20% of the t/o.
- Exciting customers and leveraging sales by innovatively creating and designing Limited Editions and collaborations with other brands.
- Driving force behind attracting new and existing customers by providing key involvement in all store and visual merchandising designs from the concept start off.
- Building and sustaining a strong team culture of high-performance,

through strong leadership that emphasises brand passion, communication and collaboration.



● SENIOR BUYER MENSWEAR

John Lewis Partnership | Jan 2008 - Jan 2013

Took ownership of men's branded buying across 29 department stores, with an annual t/o of £78m. Remit included leadership of a team of 5 buyers and assistants. Delivering and demonstrating tangible impact was essential.

- Transformed the perception of John Lewis in the menswear market in the UK by responding to upcoming trends and strengthening portfolio, whilst fully aligning with brand values and customer profile.
- Increased annual t/o in men's brands by 65% in 3 years, including driving higher densities and buying deeper into key styles to drive continual t/o growth of existing brands (Gant, Tommy Hilfiger, Polo Golf, Levi's).
- Identified and maximised new revenue streams, such as adding Polo Ralph Lauren, Diesel, G-Star, Belstaff, Armani Jeans and others into the portfolio.

● BUYING CONTROLLER MENSWEAR

Harrods Ltd | Jan 1993 - Jan 2007

Initially employed as a Christmas Temp, before progressing to Shop Floor Assistant, Assistant Manager, Department Manager, Assistant Buyer (Men's Designerwear), Buyer (Sports Department) and Senior Buyer (Menswear). Promotion to the role of Buying Controller Menswear was awarded in 2006. Accountability was held for 17,000 sq. ft through 5 departments, an annual t/o of £25m and oversight of 2 buyers and 2 assistant buyers.

- Yielded excellent results for menswear; including delivering year on year growth in double digits.

Earlier Career

● Corporal

Bosnia and The Danish Artillery | Jan 1991 - Jan 1993

● Apprenticeship Regent

MEN FASHION STORE | Jan 1989 - Jan 1991

Education & Training

1988 - 1989

● Niels Brocks Business College

Diploma in Business Studies,