



# Lola Okuyiga

Collaborations and Buying  
Consultant

📍 London, UK

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## Languages

English (Native)

## About

Specialist in Fashion category and collaboration launches with 10+ years of experience across buying, product management + development and marketing. Proven track record of high sell thru departments and collaborations across luxury and e-commerce across categories. Passionate about people, sportswear, sustainability and always staying relevant whilst doing the right thing

### BRANDS WORKED WITH

ASOS

Farfetch

## Experience



### ● BROWNS FASHION - Sportswear Buyer + Collaborations and Special Projects Manager

Farfetch | Nov 2018 - Apr 2020

Browns Fashion c/o Farfetch Launching and Managing a brand new special projects and collaborations department (Mens, Womens, Home) alongside launching a brand new Women's Activewear and Sports Lifestyle department across luxury, sportswear and next gen fashion brands and onboarding 10s of new designers (Versace, Nike, adidas, Converse, Fendi, Burberry, Moncler and Ambush to ASAI, Marine Serre, MISBHV emerging market talent from Georgia to Nigeria and more).

- Leading business first cross functional processes to create first time 3T0 activations across brand and product
- Implementing x functional briefing and kick off meetings with key stakeholders from CEOs to buying assistants
- Implementing a Senior Leadership Team sign-off process
- Working closely with SLR and managers across Marketing, Visual Experience, Social and retail and Product teams for first time business month long activations including 'SneakerBeast' and 'Extraordinary'
- Resulted in record coverage for the business across key influencer media including Hypebeast, High Society and Complex to name a few
- Concepted, internally and externally sold in sell out collaborations with ChinaRown Market, Cloth Surgeon, Bodega zose, Rhe Dan Life and an exclusive launch with adidas on the final zaf Simons O\$weego
- Creating, pitching and proposing new collaborations strategy as a revenue driving form of brand marketing
- Developed sustainable sourcing strategy for new own-label collabs offering and spearheaded improved education across the buying team on sustainability and what we can action within our roles as buyers and B2B influencers
- Concepted and signed off with Senior Leads an impactful Sustainability/Ethical and BIPOC fashion initiative for 2020 (Homecoming - launching later in August)
- Christmas activations project over delivered on all KPIs across sales, Pz and Marketing - drove record traffic to Brownsfashion.com
- Launch of Sara Shakeel x Browns collaboration gave brownsfashion.com highest rate of traffic and conversion of all time on site



### ● Collaborations, Special Projects + Talent/International Brands Buyer

ASOS | Nov 2013 - Aug 2018

Launched ASOS WHITE WW and new Collaborations Department

- Created ASOS' best selling collaboration to date from concept-consumer
- Business development 'identifying and presenting proposals and budgets for new business opportunities and concepts
- Setting and presenting collaborations and new talent brands dept strategy to directors and signing off new dept topline and brand strategy
- Relaunched ASOS.com's collaboration programme including Puma, Le Kilt, Reebok, Hello Kitty, Saucony. Lauren Smith and The Simpsons and WAH Nails
- Launching international brands on site after visiting fashion weeks

including V-Files, Charms and Stylenanda (Seoul)

- Launched Talent Brands' dept, working with young/upcoming talent globally - mentoring them through what is necessary to trade with a large e-comm retailer
- Designing, developing and booking collaboration sneaker stylesU achieved 100£ sell through within days on a strong margin + 6rst time editorial coverage on hypebeast, complex and highsnobiety
- Relaunched ASOS WHIRE, ASOS's premium own label sub brand