



GOUTHAMI RAJU

Fashion Buyer

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India 📍

Functional Expertise

- Fashion Awareness
- Fashion Analysis
- Buying Operations
- Retail Management
- Brand Development
- Vendor Relations
- Customer Relationship Management
- Market Research
- Pricing and Negotiation
- Designer Relations
- Networking and Communication
- Team Management
- Inventory Management

Academic Qualifications

2010
Masters in Fashion Communication and Styling
(Grade A, 97 / 100, Distinction)
(IED)
Milan, Italy

2008
Bachelors in Home Science – Textile and
Clothing / Fashion Apparel Design (Grade A, 60
Credits)
(SOFT), University
Mumbai

2006
Diploma in Fashion Designing
ABC University
Mumbai

Certification

Creative Fashion Style
XYZ University, USA
2012

Draping and Pattern Making
XYZ University, USA
2013

PROFILE Summary

Highly - creative and visually skilled Fashion Buyer with 7+ years of strong experience within the fashion industry, determining and tracking trends, and choosing quality clothing for consignment sale. Strong expertise in managing a wide variety of fashion apparels and accessories; overseeing the entire aspects of buying operations such as sourcing, budgeting, negotiating, pricing, and maintaining vendor relations. Assess customer demands and research market trends; assist with budget preparation and allocation of funds for new fashions. Function as an effective interface between the company and designated customers to ensure achievement of business goals and objectives.

- Insightful and extremely detail oriented with the ability to foresee fashion trends and color selection for seasonal trends.
- Possess robust skills in market research and communicating with vendors to make purchases and maintain a long - term professional relation; analyze various fashion wholesalers in terms of price and fashion - forwardness.
- Incorporate the ability to select items which turn profitable and market demand; attend fashion shows and fairs to stay updated with the upcoming trends and current favorites of consumers.
- Exemplary teamwork ability with a zeal to motivate and assist positively to enhance the work environment and growth sales goals.
- Collaborate with marketing professionals and creative directors to ensure the brand and mission of the company is honored.

Achievements

- Tommy Hilfiger “Best Accessory Contribution in India” – Period SS 2013.
- Tommy Hilfiger “Best Watch Contribution in India” – Period SS 2013.
- Received the “Best of Best” award by Tommy Hilfiger India – Regional Maharashtra - Goa and Best Store Performance during End - of - Season Sale (EOSS period), 2012.
- Instituto Europeo di Design – 98 percent and excellence.
- Best Student (academics) — 1st, 2nd, and 3rd years consecutively at School of Fashion Technology.
- Most Innovative Collection Award and Best Ramp Presentation Award from renowned designer Hemant Trivedi for personal design showcase at fashion show TRENDZ 2007 – 2008.
- Awarded a Confederation of Indian Apparel Exporters (CIAE) certificate for Ritu Kumar - India creation of capsule collection for the European market.
- Won National Dance Award for dance competition Boogie Woogie.

Key Deliverables

- Handle all aspects of buying for assigned departments and classifications by ensuring that financial targets and plans are met.
- Take a lead role in senior management meetings (business review meetings, monthly OTB meetings, etc.) by presenting in - depth analysis of respective departments and classifications.
- Identify key opportunities to maximize sales and drive the process to meet financial objectives. Maintain expert knowledge of the industry through store visits and competitive analysis.
- Identify business opportunities through analyzing sales performance and gathering marketplace / trend information. Research market trends and new products through trade publications and attending fashion shows.
- Work with visual team to create strong floor sets to drive maximum sales.

Work Experience:

XY, Location | Dec 2011 – Jul 2018

Women's Wear Buyer (Jul 2015 – Jul 2018)

- Orchestrated and led in planning and buying a range of products from the main line in Amsterdam for 87 retail outlets across India by identifying their style and quality that got the possibility to boost sales.
- Communicated with customers and understood their requirements followed by increasing profits and delivering a commercially sustainable range of merchandise at competitive prices.
- Exceeded ST% targets by ensuring goods and products reach on time and meet the retail in - store deadlines.
- Delivered a personalized shopping experience to the CRM team by adapting a cardless program.

Area Manager (Jan 2015 – Jun 2015)

- Increased sales and profitability by retaining customer service standards, steered team performance, and established sales objectives along with the team and management.
- Spearheaded a team of 130 employees and consistently motivated them; involved in training and development of staff.
- Ensured brand standards are followed in terms of visual merchandising, props and other in - store activities.
- Coordinated with senior managers and buyers, as well as the marketing and promotion teams to strategize brand marketing.
- Proactively involved in campus / hiring interviews for recruiting the eligible employees and interns for various positions.
- Established team building and outdoor activities on a quarterly basis.

Manager / Visual Merchandiser – Mall (Dec 2011 – Jan 2015)

- Liaised with brand partners and franchisee to streamline business operations.
- Was accountable for inventory management and controlling stock pilferage reducing to 0.2% from 2%.
- Displayed merchandise with visual appeals to attract customers, integrated brand images in visual presentations throughout the stores.
- Ideated and implemented seasonal merchandising presentations.
- Initiated unique visual presentations, monitored merchandise inventories also ensured replenishment of fast - selling items.
- Coordinated with stores manager on key visual merchandising efforts.
- Designed and implemented key visual elements including styling of bust forms, leg forms, and Henry Hangers.
- Organized and adjusted lighting systems to enhance visual elements.
- Ensured compliance of brand standards in visual merchandising efforts.

Boutique Manager cum Visual Merchandiser | ABC Fashion and Lifestyle, Goa | Mar 2011 – Dec 2011

- Handled task pertaining to visual merchandise with an aim to augment sales and the maintenance of store atmosphere as per international standards.
- Was responsible for inventory and pilferage management, and maintained a high level of customer service and satisfaction.
- Supervised the team and consistently motivated them to attain sales target on a day - to - day basis. Prepared fresh training modules for the staff to help increase productivity and growth.
- Demonstrated an expertise in customer relationship management by handling stock - related issues, season VM changes, store image, and target fulfillment.
- Efficiently handled personnel and employees; led a team of 22 staff members.

Freelance Designer and Stylist | Various Clients | mmyy – mmyy

- Worked with Moncler Bleu Fashion Show, Milan as Backstage Stylist / Helper from 20th June 2010 to 16th Jan 2011; coordinated with models for fashion shows.
- Worked with Agnelo D'Cruz, Managing Director at Coconut Creek Hotel, Goa; designed, styled, and executed a whole new look for the staff of their prestigious hotel which included front desk / inquiry, entertainment, hospitality, and housekeeping staff outfits.
- Worked with Emmanuel Antao, a self - employed musician; designed and styled a fresh new look by understanding the requirements and image alteration desired by the client which was later widely appreciated and hustled the client's work in the music industry.
- Worked with Tashina Singh, Photographer; styled for portfolio shoot for Miss Goa 2009.

Junior Merchandiser and Designer | ABC Limited, India | May 2008 – Nov 2008

- Was responsible for market research in pricing and competition mapping, as well as merchandising, designing, and sampling of garments and trims.
- Coordinated with vendors for sampling orders and bulk indents.

References can be provided upon request