



Michael ANDERSON

LUXURY MERCHANDISE PLANNER

Innovative Merchandise Planner with a robust background in luxury retail and brand management. Expertise in curating product assortments that resonate with discerning consumers and elevate brand prestige. Proven track record in collaborating with designers and vendors to create exclusive product lines that enhance customer loyalty and drive sales. Strong analytical skills support effective inventory management and forecasting that align with luxury market trends.

CONTACT

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SKILLS

- luxury retail
- brand management
- product assortment
- customer experience
- inventory forecasting
- vendor collaboration

LANGUAGES

- English
- Spanish
- French

EDUCATION

**BACHELOR OF ARTS IN FASHION
MERCHANDISING, INSTITUTE OF
FASHION**

ACHIEVEMENTS

- Successfully launched a limited-edition product line that sold out within days.
- Recognized for outstanding contributions to brand loyalty initiatives.
- Achieved a 25% increase in customer retention through personalized merchandising strategies.

WORK EXPERIENCE

LUXURY MERCHANDISE PLANNER

Prestige Fashion House

2020 - 2025

- Curated exclusive product assortments that resulted in a 40% increase in high-end sales.
- Collaborated closely with designers to align product offerings with brand vision and customer expectations.
- Executed strategic marketing initiatives that enhanced brand visibility and reputation.
- Analyzed customer feedback to refine product selections and improve customer satisfaction.
- Managed inventory levels to ensure availability of key luxury items during peak seasons.
- Presented merchandising strategies to senior management, securing buy-in for new initiatives.

ASSISTANT MERCHANDISE PLANNER

High-End Retailer

2015 - 2020

- Assisted in developing product assortments that aligned with luxury market trends.
- Conducted competitive analysis to inform pricing strategies and product positioning.
- Supported inventory management processes to maintain optimal stock levels.
- Collaborated with marketing teams to create cohesive promotional strategies.
- Gathered and analyzed sales data to identify opportunities for growth.
- Participated in vendor negotiations to secure favorable terms and pricing.