

Claire Laura Panter

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Profile:

I am currently studying a B.A Fashion Retail Management Degree. This has given me knowledge of the extensive business side of the Fashion Industry by completing modules in subjects such as Buying and Merchandising, Product Development, Visual Merchandising and Fashion Forecasting. Through this course I have developed skills in Report writing, PowerPoint Presentations, Time management as well as utilising industry contact. Working with companies like Harvey Nichols, New Balance and NEXT has given me real enthusiasm to work in the Fashion Industry, especially to pursue the role of Buying.

Education:

BA (HONS) Fashion Retail Management

2005- present

Birmingham City University, Birmingham

Modules in:

- **Fashion Buying & Merchandising;** focusing on the Womenswear market I gained industry contact with NEXT and created a range plan for 2007, retaining the brands identity and values. Gained knowledge in areas such as size ratios, working with suppliers, identifying trends and meeting profit margins.
- **Fashion Forecasting;** researching lifestyle trends in terms of Political, Economical, Social and Technological issues and also looked into forecasting companies. Then created my own trends package for 2008, report and PowerPoint presentation.
- **Visual Merchandising;** in conjunction with Harvey Nichols, had to create and design a Visual Merchandising Plan for the Birmingham Menswear department and London store windows.
- **Product Development;** created a new product concept concerned with the 'perfumed foot'. Worked along side New Balance and got recognition from them for the best idea.
- **Strategic Management;** understanding the role of strategic management and how it can be put in practise.
- **Final Major Project;** Own innovative idea, focusing on the mature Womenswear market, working along side Marks & Spencer. Identified that there is an ageing population and the lack of Fashion services available to them and developed the 'M&S at Home service'. Followed by extensive research and creating a comprehensive piece of work and creative outcomes.

BTEC National Diploma

2004- 2005

Tamworth and Lichfield College, Staffordshire

Foundation Studies in Art & Design: Merit Grade.

City and Guilds

Tamworth and Lichfield College, Staffordshire

Life Drawing: Pass

A Levels

2004

John Taylor High School, Staffordshire

4 Grades A-D. Art & Design - A, English - C

GCSE's

2002

John Taylor High School, Staffordshire

10 Grades A*-C. Art & Design - A*, English - A, Maths - B.

Employment:

Buyers Administration Assistant

June 2007- August 2007

Claire's Accessories UK, Head Office, Birmingham

This was an extremely varied job role, examples of what I did there can be seen below:

- Sample management of jewellery samples.
- Assisting in Monday morning data analysis of the previous week's sales.
- Sample approvals; confirming to suppliers if samples were right, updating the tracker and confirming to go ahead and put them into production.
- Compiling reports such as the Monday morning best seller report and competition shop reports.
- Assisting in chasing plannogram samples for the Visual Merchandising team.
- Product development; sending out samples or images to suppliers and working with them to create new sample ideas.
- Working closely with the Assistant buyers.

Part time Assistant Manager

2002 - Present

The Middle Bell Pub, Barton-under-Needwood, Staffordshire

- Dealing with customer problems and queries
- Training new staff
- Cash management at the end of the trading day
- Telephone contact with customers and suppliers
- Running the restaurant, providing Ala Carte service

Retail Sales Assistant

January 2007 – May 2007

Limeys for Women Ltd, Sadler Gate, Derby

- Providing customers with personal service and fashion advice
- Re-stocking the shop floor
- Selling high end designer brands like Mulberry, Paul Smith and Marc Cain.
- Visual Merchandising store displays and windows.

Work Experience:

Buyers Administration Assistant

Claire's Accessories UK, Head Office, Birmingham

- A 6 week placement on the buying floor with the Jewellery department, this was so successful it ended up in a paid summer job.

Additional Skills:

I am fully competent in using Microsoft Office including, Word, PowerPoint and Excel.

I am also competent in using Adobe Photoshop and Illustrator.

Languages: German; basic, French; basic.

Currently learning to drive.

Referees:

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