Imogen Doyle

Retail Buyer · Homewares and Gifts

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Buying results

42 seasonal lines — Built a spring assortment across tabletop, gifting and storage.

68% sell-through — Share of units received sold within eight weeks on the new tabletop range.

Education

BA Retail Buying and Merchandising
North Calder School of Business | 2019

Languages

English

Summary

Retail buyer responsible for homewares and gift ranges sold online and in 12 stores. Selects merchandise, checks landed cost and quality, negotiates supplier terms and works with planning on purchase quantities and markdowns.

Experience

Retail Buyer, Homewares
Hearthwick House Stores | 2022-08 – Present

- Selected 42 seasonal lines and used a store-format and web demand forecast to allocate the opening order. Reviewed prototypes against the agreed finish, labelling and packaging.
- Reached 68% sell-through on new tabletop items in eight weeks, compared with 58% on the previous spring range over the same interval. Placed smaller opening orders and re-ordered proven colours.
- Negotiated case-pack minimums and replacement terms with suppliers. Escalated annual commitments above my approval limit to the buying director before issue.
- Used the weekly open-to-buy report to recommend holding, replenishing or marking down slow lines. Checked timing with the e-commerce merchandiser before publishing changes.

Assistant Buyer, Gifts
Juneberry Market | 2019-09 – 2022-07

- Compared samples, quotes and delivery terms for the gifts range. Flagged lead times that would miss the photography or shop-floor launch date.
- Reviewed returns by supplier and product fault. Collated photographs and reference numbers to support claims with the quality lead.

Skills

Range planning · Landed cost · Supplier negotiation · Sell-through analysis · Merchandise quality