



**PASSIONATE.
INNOVATIVE.
CURIOUS.**

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CLICK FOR FOLIO

MELBOURNE
 WILL RELOCATE
 EU PASSPORT

Hi! I'm **Denise Klein**, welcome to my resume! To sum-it-up: My career spans engagements with leading retailers in Australia across wholesale and private label sectors. Passionate about entrepreneurship, design & development, business strategy, and private label buying, I thrive in environments that prioritize unique brand propositions and sustainability. Recognized for my strong work ethic, attention to detail, and commitment to personal growth, I apply analytical and creative skills to drive innovative solutions aligned with company objectives and future aspirations. I'm based in Melbourne, Australia, with an EU Passport and open to relocation.

SKILLS

CREATIVE SUITE

Photoshop

InDesign

Illustrator

Lightroom

Figma

MANAGEMENT SOFTWARE

NetSuite

Apparel21

Uphance

SalesForce

G-Analytic

Shopify

Wix

WordPress

EDUCATION

RMIT UNIVERSITY '21

Bachelors of Fashion & Textile
Merchandise Management

3.9/4.0 GPA

Dissertation aim: to identify a low-end or new-market foothold of disruption for a luxury-fashion e-commerce entrant to exploit alongside lean-start-up strategies.

Awarded the Winner of the Tri-Project by Target Australia for meeting a brief of "functionality, fashionability, and sustainability"

Selected as Campus Director for the Hult Prize at RMIT University

EXPERIENCE

ANUKO FASHION

Anuko Fashion is a footwear powerhouse which designs and develops high-quality women's footwear for their own brands (Nude Footwear & Skin Footwear), as well as a variety of major Australian and international women's fashion retailers.

SENIOR DESIGNER & PRODUCT DEVELOPER **CURRENT** DESIGNER/PRODUCT DEVELOPER **OCT'23-AUG'24**

- Perform comprehensive market and competitor research to identify trends and gaps in client ranges, generating quarterly analyses of market trends, retail activities, and competitor performance.
- Create bi-annual trend forecast books for clients.
- Conceptualise, design, and develop seasonal ranges for in-house brands, integrating current trends and post-sell feedback.
- Develop accurate product specifications and CADs.
- Manage product submissions, swatches, and trims through the approval process, ensuring on-time delivery by overseeing production schedules, critical paths of CS, PP, and SS samples and approvals.
- Coordinate with factories and internal stakeholders to resolve contingencies and unforeseen challenges throughout design approvals, pre-production, production, and shipment stages.
- Provide client-specific solutions, including innovations in materials, trims, and constructions meeting specifications and cost requirements, while maintaining strong client relationships through effective communication, negotiation, and daily coordination to align with brand requirements and current market trends.
- Negotiate costs and timelines to meet handover deadlines and budget constraints, also developing seasonal look-books and educational materials for agents to explore product-specific trends and materials supporting sales.
- Collaborate closely with in-house brands' e-commerce and marketing teams to synchronise timelines, uphold brand identity, strategise promotions, and execute marketing strategies.





**ANALYTICAL.
ENTREPRENEURIAL.
BIG PICTURE THINKER.**

LOOKING FOR A NEW
ADVENTURE &
CHALLENGE.

ADAPTABLE TO
ANY BUSINESS &
ENVIRONMENT.

VOLUNTEERING

INDUSTRY

AUSTRALIAN FASHION FILM AWARDS (AFFA)

Partnerships Manager '13

I developed and successfully executed partnership proposals and strategies for stakeholder sponsorship.

HULT PRIZE FOUNDATION

Campus Director '21

I launched and led the first-ever Hult Prize x RMIT program, guiding a team of 15 to create a dynamic two-month competition. This included workshops, seminars, and mentorship from stakeholders like KPMG, Deloitte, Microsoft, and others, aimed at educating and inspiring students in social entrepreneurship.

COMMUNITY

MAKE-A-WISH

Wish Volunteer '19-'21

As part of the North Melbourne Branch, we convened monthly to organize local fundraising campaigns and fulfill wishes for families in the community.

ANTIPODEANS

Humanitarian Aid '13

In 2013, our high school team organized fundraising events to finance constructing a toilet block in a remote Berber community in Morocco. At year-end, we traveled to the community to assist in renovations and teach English classes to primary students.

REFERENCES

Available upon request.

EXPERIENCE CONT.

MYDEAL.COM.AU

MyDeal is an e-commerce platform and online marketplace recently acquired by Woolworths group Australia generating \$65M of revenue in FY22.

JUNIOR BUYER - FURNITURE

APR'23-OCT'23

- Conduct market and competitor research to identify trends and gaps in the DukeLiving Private Label furniture brand, and develop and launch new products and categories to drive sales and profitability within budget.
- Execute buying opportunities with local and international suppliers, and set competitive, market-leading pricing and promotional strategies.
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- Collaborate with Marketing, Finance, Warehousing, and other teams to ensure cohesive operations.
- Ensure product content and deals are market-leading, optimally ranked, and optimised.
- Manage stock levels, aged inventory, replenishment orders, and performance targets.
- Utilize expertise in bulky product logistics, storage, and aged stock management.

MYER

Myer is a leading department store in Australia. With 56 stores it holds 15% market share whilst making \$2.7B of revenue in FY23.

BUYERS ASSISTANT - MENSWEAR

AUG'21-SEP'22

- Ensure the buying master workbook/buy plan is accurately filled out for precise product registrations and manage end-to-end product management while upholding data accuracy standards.
- Lead the buying cycle critical path/process and coordinate key category activities to meet timelines.
- Participate in post-seasonal reviews to analyse sales performance, gather customer feedback, and assess market trends.
- Oversee samples and the complete online process, ensuring timely product uploads, sequencing, photography, and accurate promotions.
- Ensure precise and punctual promotional/markdown uploads.
- Assist the buying team in fostering innovation, launching new brands, and securing product development/approvals.

