



## JOB DESCRIPTION

### **Fashion Merchandiser**

#### **Responsibilities:**

##### ● **Promotion & Advertising**

- Develop and execute promotional displays and marketing campaigns to attract new customers
- Create physical advertisements and social media content to highlight new collections and sales

##### ● **Market Research**

- Conduct research to identify fashion trends, customer demographics, and popular designs
- Analyze market data to predict buying behaviors and adjust merchandising strategies accordingly

##### ● **Pricing Strategy**

- Establish retail prices based on market analysis and consumer demand
- Monitor pricing trends and adjust strategies to optimize sales and profits

##### ● **Cost Control**

- Implement cost control measures to maximize budget efficiency
- Work closely with the finance team to analyze costs related to merchandise and ensure profitability

##### ● **Stock Audit**

- Conduct regular stock audits to ensure accurate inventory levels and minimize discrepancies.
- Collaborate with the logistics team to manage stock levels and reorder processes

##### ● **Negotiation**

- Negotiate with manufacturers and suppliers to secure favorable pricing and terms
- Build strong relationships with vendors to enhance collaboration and product sourcing

##### ● **Collaboration**

- Work closely with fashion designers, visual merchandisers, and sales/marketing teams to create cohesive product displays



- Attend fashion shows, trade shows, and other events to stay updated on industry trends and network with peers

**Requirements:**

- Bachelor's degree in Fashion Merchandising, Business, or a related field
- Minimum of 3 years of experience in fashion merchandising, preferably within the Hong Kong market
- Strong analytical skills with the ability to interpret market data and consumer trends
- Excellent negotiation and communication skills
- Proficiency in Microsoft Office and merchandising software
- Passion for fashion and a keen eye for design

**About Us**

Sparkle By Karen Chan is a modern Chinese Chic HK fashion brand that celebrates contemporary Chinese aesthetics infused with strong Hong Kong elements, embodying a playful style that merges East and West. We are committed to delivering innovative designs and exceptional quality, appealing to a diverse clientele. As we expand our presence in the fashion market, we are looking for a talented Fashion Merchandiser to join our team.

We provide friendly and dynamic working environment to the right candidate. Interested parties, please send your full resume with current salary, expected salary and availability to [cv.marketing@germanpool.com](mailto:cv.marketing@germanpool.com) or by clicking 'Apply Now'.