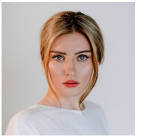


# Isla MacKenzie

Junior Retail Buyer



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Fashion business graduate from Heriot-Watt University with experience in retail buying and merchandising. Completed a **year-long placement** at John Lewis Partnership in the womenswear buying team, assisting with range planning for a category worth **£18 million** in annual revenue. Strong commercial awareness and Excel skills.

## ■ EXPERIENCE

**Buying Assistant (Placement)**, John Lewis Partnership, London

Sep 2023 – Aug 2024

Year-long placement within the womenswear buying team at the John Lewis head office in Victoria.

- Assisted buyers with range planning for a womenswear category generating **£18 million** in annual revenue
- Tracked **weekly sales data** for 200+ SKUs and prepared sell-through reports for the buying director
- Attended **6 supplier meetings** in London and Leicester, negotiating sample delivery timelines
- Helped manage the critical path for **3 seasonal launches** covering 450 product lines

**Sales Advisor (Part-time)**, Zara (Inditex), Edinburgh

Jan 2022 – Aug 2023

Part-time shop floor and fitting room role at the Princes Street store.

- Assisted an average of **50 customers per shift** with styling and product selection
- Managed fitting room flow during peak periods with up to **15 customers waiting** at any time

## ■ EDUCATION

**BA (Hons) Fashion Business and Marketing in Fashion Business and Marketing**, Heriot-Watt University, Edinburgh

Sep 2021 – Jul 2025

2:1 (65%). Sandwich course with a year in industry. Modules included Buying and Merchandising, Fashion Supply Chain, and Consumer Behaviour. Dissertation on sustainability in UK fast fashion buying decisions.

## ■ SKILLS

Range Planning • Sales Analysis • Critical Path Management • Supplier Liaison • Microsoft Excel (Advanced) • Trend Analysis • Merchandising • Commercial Awareness

## ■ LANGUAGES

English - Native

## ■ PROJECTS

**Capsule Collection Buying Project (University)**

Sep 2024 – Mar 2025

Developed a **15-piece capsule collection** buying plan for a hypothetical high street retailer. Included supplier sourcing, costing, margin analysis, and a promotional calendar. Achieved **highest marks in the cohort** (82%).

## ■ EXTRA CURRICULAR ACTIVITY

**Heriot-Watt Fashion Society**

Sep 2022 – Jun 2025

Co-president in final year. Organised the annual fashion show with **15 student designers** and **300 attendees**, raising **£2,100** for charity.