



# NICK STANBRIDGE

**Sales / Fashion / Retail / Creative**

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## ABOUT ME

I am a fashion, retail and sales professional with 27 years of experience, including founding one of South Africa's foremost fashion lifestyle concept stores and a successful nine-year stint at adidas where I established and grew the fashion business. A strong creative and conceptual thinker, I have an excellent aesthetic eye and am highly detail-oriented. I have advanced creative and business computer skills, excellent organisational and time management capabilities, and work well in team environments. I'm passionate about the outdoors, hiking, woodworking, craft and making, film and music. I like time in the gym and keeping fit and healthy.

## EXPERIENCE

**Sep 2021 - Present**  
*Cape Town, South Africa*

● **Consultant (Full-time)**  
**JL Joiners & Shopfitters**

- Brand and business strategy development
- C.I. and re-branding
- Social media content plan and content creation
- Workshop layout and organisation

**Feb 2020 - Aug 2021**  
*Cape Town, South Africa*

● **Design & Development**  
**Own Workshop**

- Working on personal design projects
- Own woodworking workshop development

**Aug 2011 - Jan 2020**  
*Cape Town, South Africa*

● **Sales Manager - Fashion & Digital Partner Commerce (DPC)**  
**adidas EM South**

- Managed two direct reports (Sales Manager Fashion / Sales Manager DPC)
- Executed on global and local objectives, and drove NS growth within Fashion and DPC accounts
- Set and tracked team targets, goals and strategies through 'My Best' HR system
- Responsible for all account management processes: AFB, STAP, account one-pagers, pre sell-in product/sales target alignment, trade term reviews and negotiations, showroom preparation and customer sell-ins, customer order/map reviews, maintenance of order book/sales order alignment and call offs, and tracking of hard launch dates
- Developed authoritative understanding of fashion segmentation e.g., Yeezy tiers, Statement, Hype, Energy, product lifecycles and exit strategies
- Built a full understanding of key franchise lifecycle management in the marketplace: volumes, pricing, mark downs and exit strategies
- Attended global sales conference at Hertz HO
- Executed the 'Global Mark-up Harmonization' program across fashion and DPC accounts

**Global 'Head of Fashion' Meetings**

- Attended Head of Fashion meetings in Amsterdam HQ, Paris fashion showroom, Berlin, Barcelona, Manchester HQ and London fashion showroom. Purpose of meetings: alignment on global fashion strategy, share market best practices, workshops, store visits, key retailer presentations
- Presented EM South fashion market overview to all Heads of Fashion

**Digital Partner Commerce (DPC) Manager**

- Managed all Pure Player accounts including; Zando (SA equivalent of Zalando), Superbalist (SA equivalent of ASOS), Takealot (SA equivalent of Amazon)
- Maintained customer compliance with global e-com policy
- Completed 'Customer Profiling' across Key, Field and Fashion accounts
- Drove the 'Digital Marketplace Mapping' project across all WHS channels - Key, Field, Fashion accounts
- Introduced 'Trade Edge' and 'Click' (live digital sales data & Order management apps) to select customers, including customer catalogue management
- Worked cross functionally with marketing and e-com teams to launch digital shop-in-shops on Superbalist, Takealot and Zando, and maintained respective account marketing plans (AMP's)

**Office UK / Office London**

- With key stakeholders, managed the 'Office' expansion to SA, 'Office London'
- Worked cross functionally with SA order book management team and UK product team to manage and maintain timeous delivery of Office UK's SMU program

**Shelflife - Tier1 FI Sneaker account & Consortium partner**

- Instrumental in the NS growth and account development of SA's leading fashion/ Sneaker business
- Closely managed delivery of all Yeezy, Statement, co-lab drops
- Managed complex NS forecasting challenges and order book management, mainly due to split buys/OTB/deliveries with the Global Specialty Sales (GSS) team
- Hosted CEO at the GSS range presentation in Paris, and attended the adidas x White Mountaineering fashion show.

**Action Sports**

- Built and rolled out the first Action Sports sales strategy in SA
- Recruited and managed an external, full-time Action Sports sales agent, which included: external showroom and product sample management, sales and commission recons and payments
- Built and maintained Action Sports shop-in-shops within 12 Rip Curl stores countrywide
- Maintained key product differentiation within specialty skate stores

**Stuttards - Fashion & Lifestyle department store**

- Managed countrywide roll out of 15 adidas Originals shop-in-shops (SiS)
- Worked cross functionally with finance, operations and DTC teams to build a concession/SOR model, which included: live stock reporting system, monthly recons/invoicing, stock replenishment, OTB planning, promotions, stock returns, monthly P&L and SiS performance reviews

**Chairman - Employment Equity & Diversity Committee**

- Chaired quarterly committee meetings
- Drove various initiatives to increase awareness of employment equity & diversity
- Produced deck for EEC event and co-presented proceedings to entire company

**AREA3 - Style activation space, retail, printed broadsheet, online platform**

- Conceptualised and Introduced the AREA3 concept to top management
- Involved in the creation of the original physical AREA3 space in Johannesburg

## EXPERIENCE

> CONTINUED

**Apr 2004 - Jul 2011**  
*Cape Town, South Africa*

### ● **Founder, Director, Creative Director, Designer, Buyer**

#### **A Store**

- Conceptualised and created A Store – a fashion lifestyle concept store
- Responsible for buying and product merchandising across FTW, APP, ACC, homeware, books and gifting
- Conceptualised, designed, manufactured in-house menswear brand 'Citizen Band', producing graphic T-shirts, sweaters, jackets, denim and bags
- Designed all store interiors
- Designed and oversaw development of A Store's e-commerce site and blog
- Managed product flow for the website; product shoot styling, photography and image editing
- Analysed sales trends, prepared yearly/monthly stock/sales targets, created monthly OTB's, monitored sell thru and managed mark downs (working in conjunction with an external merchandise planning company)
- Developed store operations manual
- Training and management of staff, regular training on product information, store merchandising and sales techniques
- Maintained cash flow projections, budgets and book-keeping requirements
- Negotiated supplier trade terms, and managed supplier relationships
- Designed store marketing campaigns, and worked with external designers/artists on window campaigns for: adidas, Nike, Puma, NB, Wesc, RVCA
- Designed newsletters and digital affiliate program adverts
- Conceptualised and managed external events, including 'A is for Awesome' parties, store launches e.g. 'The Facehunter' book signing and party
- Designed and executed 'apop', a collaborative pop up store with adidas during the 2010 Soccer World Cup in SA

**Sep 2001 - Mar 2004**  
*London, United Kingdom*

### ● **Gap & Business R&D**

#### **Europe, Asia**

- Researched and developed new retail store concept - A Store
- Buying trips to Hong Kong, Guangzhou and Bangkok
- Attended various fashion, home ware and gifting tradeshow
- Various surfing, skateboarding and snowboarding trips across Europe

**Jun 2000 - Jul 2001**  
*Cape Town, South Africa*

### ● **Head of Design**

#### **3<sup>rd</sup> Base - Retail chain (13 Stores)**

- Head-hunted to run the design studio
- Designed two in-house menswear brands - 'Microdot', 'Boys of London'
- Responsible for sourcing fabrics, trims, and garment printing, in-house production, quality control, monitoring sell-thru, fulfilling re-runs
- Involved in buying footwear, apparel and accessories. Brands: Diesel, Levis, G-sus
- Work trips to: Cologne, Amsterdam, London and Rome
- Attended Inter-Jeans trade show in Cologne

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## EXPERIENCE

**1998 - May 2000**  
*Cape Town, South Africa*

- **Co-Owner, Director, Designer**  
**CNN (Chelle n Nick) Clothing**
  - Designed, produced and wholesaled men's and ladies' wear
  - Presented seasonal collections on the catwalk at bi-annual fashion shows
  - Invited to show at the 'Durban Designer Collections'
  - Selected by Dion Chang (ELLE editor) as one of the top 7 collections at the show and featured in ELLE magazine

**1995 - 1997**  
*Durban, South Africa*

- **Co-Owner, Director, Designer**  
**JT Clothing**
  - Set up small apparel production factory
  - Designed, produced and wholesaled JT menswear
  - Opened the '11-7' fashion store in Florida Rd, Durban, South Africa

**1994 - 1995**  
*Durban, South Africa*

- **Sales Representative**  
**Delmike**
  - Travelling rep and technician for printing industry supplier

**1989 - 1993**  
*Durban, South Africa*

- **Photolithography Apprenticeship**  
**Republican Press**

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## SKILLS

### SOFT SKILLS

Communication	Problem-solving
Collaboration	Detail-oriented
Management	Eye for design
Leadership	Organisation
Creativity	Adaptability
Conceptual thinking	

### HARD SKILLS

PowerPoint (advanced)	
Excel (advanced)	
SAP	
	WordPress
Adobe Illustrator	Fusion 360
Adobe Photoshop	Sketch Up

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## COURSES & CERTIFICATES

- KA Management Excellence training program - **adidas Group**
- Data Analytics course - **Delta Associates (US) - adidas Group**
- Basic SAP training - **adidas EM South**
- Advanced Presenting Skills workshop - **adidas EM South**
- Advanced Excel course - **adidas EM South**
- Successful Decision Making & Problem Solving - **CBM Training**
- Personal Effectiveness for Managers - **CBM Training**
- Leading Through Change course - **Coach Matching**
- Leadership Models training program - **Coach Matching**
- Finance for Non-Financial Managers - **JHJ Training**
- Advanced Google Analytics training - **Red & Yellow Creative school of business**

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## EDUCATION

- **Elmbridge Boarding School & Greensward High School, United Kingdom**  
**O Level – Maths, English, Geography, Art, Physics, Graphic Communication**
- **Congella Technicon, Durban**  
**N1, N2, N3 (Printing / Photolithography) – part of apprenticeship**
- **Small Business Development Corporation (S.B.D.C), Durban**  
**Small business start up**
- **Linea Fashion Academy, Durban**  
**Pattern-making**

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## REFERENCES

- **Roddy Van Breda**  
**Managing Director - adidas EM South**  
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- **Kevin Jooste**  
**Sales Director - adidas EM South**  
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- **Mirko May**  
**Director WHS Development (Previous: DPC Director) - adidas EM**  
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- **Brad Armitage**  
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