

“ LIFESTYLE RETAIL
&
BUYING PROCESS
IN TODAY’S FASHION BUSINESS ”

Dubai -July, 23rd & 24th 2018

The Evolution of Retail Business Model :
How to Transform Aesthetic Principles into Rational Processes

The combination of **Style & Rationality** is the key element of the methodology that is based on the fundamental understanding of consumers by analyzing their style preferences and profiling their lifestyle characteristics.

WHICH SEGMENTS

Apparel – Woman, men & Kids / Underwear &
Beachwear / Accessories / Shoes / Handbags /
Perfumery / Jewelry / Home Decor / Electronics

BENEFITS

Increase
Sales
Margins
Rotation
Efficiency

Improve
Visual Merchandising
Shopping experience
Customer’s satisfaction

Reduce
Inventory & Left overs
Loss of in-season sales
In season mark down and discounts

ADDRESSED TO

General Managers/ Owners/
Product Managers/ Buyers/
Merchandisers/ Planners and
executives of the fashion
retailers worldwide:

Traditional retailers-mono- brand,
multi-brand, stores, Digital
Retailers, Department Stores,
Shopping malls, Manufacturers
and Mills.

For booking send email to:
marketing@sharaffuture.ae
or call: **04 205 3937**

FEATURES

Deep Analysis of Consumers' Lifestyle and Shopping Behaviours

Define a Retail Concept Consistent with Targeted Consumers' Lifestyle Expectations

Pragmatic, easy to understand, manage and implement

Highlights the relevant factors to analyze and forecast sales trends

Organize the Space Allocation to Improve the Shopping Experience of Targeted Customers

Develops and organizes the fast fashion business model with a consistent sourcing in the short term lead-time

Improves and optimizes the Pareto efficiency of the business

Improves marginality increasing sales and reducing stock inventory

Improves the customers experience through the lifestyle consistency

By: NICOLETTA BONOMO

Nicoletta is Quadrifoglio's founder and owner.

Quadrifoglio is a global buying office based on its unique method, designed and conceived by Nicoletta during her carrier as a manager: the "lifestyle merchandise planning and buying process", to cover the commercial branches of the retail business model.



PRICE

AED 3,900 - Vat Included

LIMITED SEATS AVAILABLE

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Before starting up her own company profiling the new methodology, Nicoletta worked for more than 20 years as Product Manager, Senior Buyer and G.M.M. with reputed manufacturers, retailers and department stores, developing their private and market brands business strategy. Quadrifoglio is today an integrated buying office that provides buying services to the most reputed retailers worldwide implementing its exclusive methodology. While delivering the services, Nicoletta trains Quadrifoglio's clients through customised workshops and follow up sessions.

Nicoletta's method is a detailed process, based on the lifestyle segmentation of global consumers that profiles their style preferences anticipating needs, aspirations and shopping behaviours. It transforms the aesthetic principles of consumers' lifestyles into rational processes, combining style with rationality, to improve the business efficiency of the retail concept increasing sales with less inventory. From consumers' analysis, merchandise planning and buying to visual merchandising, marketing and communication, the integrated process covers the full retail workflow.

Nicoletta's values are: pragmatism, efficiency, team play. Her rational approach strengthens intuitions and talent of seminar's attendees, optimising their business opportunities. The strong belief in team play enhances the individual skills of her trainees.

From 2010 Nicoletta delivers a customised buying process to Whitaker and Lehmann International targeting major results in all of their Clients' areas that implement the integrated methods.

Nicoletta lectures IGDS and ISEM members through workshops and seminars.

Nicoletta addressed Marangoni and CUOA's students.

Nicoletta currently works with major retailers and manufacturers worldwide and addresses conferences on her methodology.