

# JIMMY CHOO

## **Company Profile:**

Today, Jimmy Choo encompasses a complete luxury lifestyle brand. Women's shoes remain the core of the product offer, alongside handbags, small leather goods, scarves, sunglasses, eyewear, belts, fragrance and men's shoes. The design direction is overseen by Creative Director Sandra Choi, who has a vision to create one of the world's most treasured luxury brands. Part of JAB Luxury, a privately held luxury goods group, Jimmy Choo has a store network encompassing over 180 locations in 32 countries and is present in the most prestigious department and specialty stores worldwide.

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Pierre Denis was appointed Chief Executive Officer in July 2012 and the creative direction is overseen by Sandra Choi. Together, they share a vision to create one of the world's most treasured luxury brands.

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## **Sales Associate – Jimmy Choo**

### **Main responsibilities include:**

- Providing exceptional standards of customer service surpassing customer expectations at every opportunity by following our *Selling Ceremony*
- Demonstrating and reflecting the glamorous, luxury lifestyle image of Jimmy Choo through customer service, attitude, personal grooming, dress code and behaviour
- Developing a detailed knowledge of the product including construction, materials, care and design in order to provide exceptional and knowledgeable customer service
- Building, developing and maintaining your own client database ensuring repeat visits and customer loyalty
- Resolving customer complaints promptly and successfully by investigating problems, developing solutions and making appropriate recommendations to the store management
- Playing an active role in replenishing stock according to company procedures and policies
- Maintaining effective stock controls to ensure continued stock supply and ensure stock record accuracy
- Participating and supporting the team in stock takes as and when required
- Attending and participating in all store meetings and training events as required ensuring good communication is maintained
- Participating in, and representing Jimmy Choo during promotional events and activities
- Actively ensuring merchandise presentation reflect VM standards and general tidiness and cleanliness of the store at all times
- Contributing ideas and suggestions to the team in order to achieve improvements in all aspects of the store performance
- Demonstrating a constant awareness and actively striving to achieve key performance indicators in order to increase store performance and reach individual and store targets
- Actively implementing and following our required procedures, standards and policies as outlined in Retail Excellence and as communicated by the Company
- Communicating all potential Health and Safety issues to the Store Manager and complies with Jimmy Choo Safety and Security procedures

- Supporting the Store Manager and Assistant Manager in any back of house and administrative operations as requested
- Demonstrating flexibility by supporting the store management in any other ad-hoc duties as might reasonably be required in the successful running of the store

**Competencies and Experience Required:**

- Demonstrable success gained as a sales consultant within a luxury brand
- Excellent communication skills both written and verbal
- Fluent English
- Additional European languages would be beneficial
- Demonstrable sales skills
- Knowledge and understanding of the luxury market, customer service and fashion
- Successfully able to handle multiple demands and competing priorities
- Seeks opportunities to be proactive and pre-empt client needs
- Demonstrates respect and politeness and regularly exceeds customer expectations
- Shows innovation and initiative in setting customer care standards

**Personal Attributes:**

- Enthusiastic, self-confident and self-motivated
- Understand and represent the luxury lifestyle image of Jimmy Choo
- Professionalism is maintained under all circumstances
- Prepared to go the extra mile to achieve targets