

SUHA NAYEEM

Buyer | Luxury · Contemporary · Sportswear | Multi-brand Retail | GCC Markets

Dubai, UAE | +971 50 209 2465 | suha.nayeem@gmail.com | linkedin.com/in/suha-nayeem-buyer/

Professional Summary

Results-driven Buyer with 4+ years in buying from ground up. OTB ownership, vendor negotiation, and assortment planning across a 40+ brand Luxury, Contemporary, Sunglasses and Sportswear portfolio. Delivered +228% YoY net sales, a +2% margin improvement through trade term renegotiation, and +57% e-commerce growth, while mentoring a team of three Buying Assistants. Prior supply-side experience with Zara, Mango and Gap plus an MBA with Distinction (London College of Fashion) provide a dual commercial perspective few buyers bring to the table.

Key Skills & Competencies

Category & Assortment Planning: Seasonal Buy Strategy · SKU Rationalisation · Multi-Brand Portfolio Management

Commercial Performance: Sales & Margin Analysis · Sell-Through Optimisation · OTB Management · Markdown Planning · Reorder Strategy · Retail Math

Brand & Supplier Management: Vendor Negotiation · Trade Terms · Vendor Agreements · New Brand Sourcing · KPI Management · Exclusive Product Development

Market & Trend Insights: GCC Consumer Behaviour · Trend Forecasting · Competitor Analysis · European Buying Trips (Paris · Milan) · Market Research

Cross-Functional Collaboration: Planning · Supply Chain · Finance · Visual Merchandising · Store Management · E-commerce · Stakeholder Presentations

Tools & Technology: Microsoft Excel (MOS Expert) · PowerPoint · Adobe Suite · PLM Systems · Google Looker · Google Data Studio · Centric Pricing

Work Experience

Associate Buyer - Kids Department | Level Shoes, Dubai, UAE

April 2024 - Present

Level Shoes is the GCC's leading luxury multi-brand footwear destination, managing a curated portfolio of 250+ brands with an international e-commerce presence across 10+ countries.

- Owned the full end-to-end Kids' department buying cycle with the support of the Senior Buying Manager from trend analysis and assortment planning through to buying appointments, order placement, and in-season management across 40+ own-bought and consignment brands spanning Luxury, Contemporary, Sunglasses and Sportswear tiers.
- Identified and scaled Back-to-School as a strategic commercial opportunity, growing BTS from 14% to 35% of total department revenue in FW24, delivering +228% YoY net sales and more than doubling the sales return on a +104% investment uplift.
- Managed seasonal OTB across a multi-million AED Kids portfolio, ensuring inventory investment aligned with finance targets; Q1-Q3 FY26 tracking within 0.1% of original budget (R0) while delivering +20.6% sales growth vs prior year and +11.4% vs revised budget (R1).
- Delivered a positive gross margin rate across Kids Footwear YTD (Q1-Q3 FY26), +16.1% ahead of prior year; concurrently tracked Kids Accessories +12.5% vs revised budget (R1).
- Attended consecutive seasons of European market weeks in Paris and Milan building direct brand relationships, identifying trend direction ahead of GCC market adoption, and translating global showroom edits into commercially relevant regional assortments.
- Renegotiated trade terms and vendor agreements with global luxury brand partners, securing a +2% margin YoY improvement and enhanced payment conditions to improve OTB flexibility.
- Developed regional and global exclusive products in partnership with Golden Goose and Dolce & Gabbana along with many other brands, enriching category differentiation in a competitive luxury environment.
- Monitored weekly sales, stock, sell-through, and margin data to identify reorder opportunities, proactively manage markdowns, and optimise procurement timing.
- Prepared and presented seasonal buy strategies and category performance insights to senior leadership at business reviews.
- Identified product discoverability as a structural barrier to Kids online performance; partnered with the in-house tech team to resolve size-linking gaps across the e-commerce platform, driving +57% YTD growth in Kids online sales and growing ecom to 59% of channel mix during peak BTS (+98% vs LY).
- Led and mentored 3 Buying Assistants during the period, providing structured coaching on commercial analysis and vendor communication.

Buying Assistant - Kids & Sneaker Department | Level Shoes, Dubai, UAE

April 2023 - April 2024

- Supported the full buying cycle - OTB tracking, product selection, order confirmations, and vendor communication across a multi-brand Kids portfolio spanning 35+ own-bought and consignment brands.
- Produced weekly sell-through, sales, and delivery status reports to support in-season commercial decision-making.
- Conducted comparative shopping and pricing analysis across the GCC market to benchmark brand performance, identify gaps, and inform assortment decisions.

Buying Administrative Assistant & Buying Trainee | Level Shoes, Dubai, UAE

January 2022 - April 2023

- Gained rotational exposure across all five buying departments within the business, supporting OTB reporting, buy record management, and cross-functional coordination between Planning, Finance, and Supply Chain.
- Built foundational expertise in multi-brand retail buying processes, vendor management, and assortment planning.

Creative Designer | Self-Employed, Freelance, Dubai, UAE

December 2020 - December 2021

- Built an independent client base, securing design projects with restaurants, event organisers, and small businesses across Dubai.
- Delivered concept design and branding for restaurants and events, alongside corporate design work including logos, business cards, and letterheads.
- Produced client-ready visuals using Adobe Photoshop, Illustrator, and InDesign, translating client briefs into finished design concepts.
- Created social media content to support client brand awareness and customer engagement.

Research Assistant | IMRG, Part-time, London

June 2020 - October 2020

- Contributed to a research partnership between London College of Fashion and IMRG to develop the organisation's retail insight programme and expand its site optimisation capabilities.
- Analysed and interpreted data patterns across multiple global retailer websites to identify trend and performance signals.
- Gathered trend-based data against defined criteria, maintaining accuracy and consistency across the resulting datasets.
- Compiled data reports to support the company's retail partnership outcomes.

Fashion Designer | ANJ Fashion Manufacturers, a division of Elegant Group, Dubai, UAE

December 2016 - January 2019

Managed womenswear, casualwear, and childrenswear product ranges for global fashion brands on a B2B supply basis.

- Developed and managed apparel product ranges across womenswear, casualwear, and childrenswear categories for major global fashion brands including Zara, Mango, Pull & Bear, Primark, and Gap, building a deep, supply-side understanding of how commercial collections are conceived, structured, and brought to market.
- Attended international fabric and trend fairs to source materials aligned with seasonal brand briefs and emerging consumer trends.
- Reduced sampling lead time by 65% through improved client communication workflows and cross-functional coordination.

Education

MBA, Fashion Business - Distinction (Grade: A-) | 2019 - 2020

London College of Fashion, London, UK

CMI Level 7 Diploma in Strategic Management & Leadership (Chartered Management Institute)**BA (Hons) Fashion Design | 2013 - 2016**

Heriot-Watt University, UK

*Accredited by Royal Charter, UK***Certifications**

- Microsoft Office Specialist (MOS) - Excel® 2016 Expert
- Certificate of Achievement: Fashion & Sustainability - Understanding Luxury Fashion in a Changing World (London College of Fashion & Kering)