

MATCHES

Job Description

Job Title: Fashion Market Editor
Department: Buying
Reporting to: Buying Strategy Director

Key Objective:

The primary purpose of this role is to research, collate and communicate detailed product information along with seasonal trend and style stories and communicate the same to the Matches customer and across the business.

Main Duties & Responsibilities

- Accompany buyers on market in London and internationally.
- Compile product information and fashion trend and style stories for presentation across the business in both visual and notation format, i.e. online, photo studio and press teams, to form the basis of online collateral to customers, press packs, marketing information, studio styling, and visual merchandising.
- See and compile trend stories for the season based on the information gathered at shows and buying appointments.
- Photograph all product to a high standard to be included within client look books, press packs and other literature.
- Request and follow through on samples required from relevant brands for international and domestic press use and studio styling.
- To work with brands to ensure availability of samples for press day and online shoots.
- To ensure all information is accurately communicated across the business.
- Work with buyers to support trend awareness and highlight editorial pieces where necessary to a buy.
- Alert buyers to crossover on trends or products, price differentials etc across different buys.
- Assist the creative and marketing teams with idea for shoots, email campaigns, shoot locations etc
- Train the photo studio team in new ways of styling and wearing the product and advise on current styling ideas for the season, avoiding non-current styling ideas. Advise the visual merchandising and stores teams on the same to ensure a clear message across the business.
- Any other ad hoc duties as reasonably requested

Essential Skills and Experience

- Strong understanding of the luxury fashion industry as well as the fashion consumers, particularly in womenswear.
- Strong understanding of ecommerce and how customer shop online

- Personality and style combined with a strong awareness of the Matches brand
- Previous experience in a similar role
- Multi-task, proactive and be able to come with fresh and new ideas
- Manage multiple workloads and ability to meet deadline
- Strong team player and management skills