



JOB DESCRIPTION

TITLE Retail Store Manager
REPORT TO Senior Retail Market Manager, New York
SALARY Competitive
LOCATION Broome Street

COMPANY PROFILE

Orlebar Brown launched in March 2007 as a more tailored approach to men's beach and swim shorts. Based on the traditional pattern of a tailored pair of trousers for men, and with their distinctive side fasteners, they are not just a swim short; they are the original and best shorts you can swim in.

In 2010 we took Orlebar Brown off the beach, out of the pool and into the resort with a range of tees, polos, and shirts, and have since then developed the product into a full lifestyle offer including shorts, trousers, sweats, outerwear, knitwear, footwear, and accessories.

The brand has rapidly gained global recognition and is sold through multiple channels. Web is the largest channel, delivering to customers globally through www.orlebarbrown.com. The first Orlebar Brown store opened in London in 2011, and there are now seven stores in the UK and eight stores in the US, alongside stores managed by franchisees in Australia, France, Dubai, Greece, and Kuwait. The brand is sold in the world's best Menswear retailers including Selfridges, Harrods, Mr Porter, Le Bon Marche, Saks 5th Avenue and Holt Renfrew amongst others, as well as through key trend and regional independent menswear stores.

In 2018 Orlebar Brown was acquired by Chanel, with a plan to continue the brand's growth and development internationally and across channels.

We are looking for another strong team player to join us on our journey in establishing Orlebar Brown as the luxury choice lifestyle brand for holiday clothes to wear every day. This role has the potential to evolve quickly as we open more stores in the US.

RESPONSIBILITIES

As a Store Manager, you will be an ambassador for the brand and a senior member of the retail team. Reporting directly to the Senior Retail Market Manager, your position will be ensuring the delivery of agreed sales strategy, retail profitability and KPI goals, and brand vision objectives within our retail stores. You will be responsible for the performance of the store and ongoing staff development. Your responsibilities will include:

- Hire, train & retain a sales team and assistant manager in partnership with the management team
- Drive sales through a brand led and focused KPI culture
- Partner with the management team to build and maintain a highly effective sales team
- Monitor team performance, providing feedback to Senior Retail Market Manager and HQ team on a weekly basis
- Building a client base and ensuring high sign-up rate. Ensure relationships with customers are developed at all points of sale e.g., keeping them informed of new product, collections and launches
- Operational competency, including store banking, cycle counts, scheduling, processing of shipments
- Ensure all aspects of loss prevention are considered and observed across the teams. Maintain security of shop premises, stock, and all shop monies
- Execute VM according to company guidelines, implement window sets
- Communicate product needs and report on performance. Monitoring, maintaining, and recording stock levels in the shop to ensure adequate stock levels in order to drive sales
- Ensuring the team and store is looking its best at all times

KEY SKILLS AND ATTRIBUTES

- Proven experience building, coaching, and developing a team
- Excellent communication skills, both verbal and written. Internal & external customer service are vital to your success in this role
- Experience in high-end retail. Familiarity with the menswear market and luxury goods
- The ability to create and drive sales/footfall during quieter periods
- Experience in building client bases and client books
- Computer skills, the ability to report across excel, word, comfortable with register and back-office systems
- Natural planning skills
- A real attention to detail
- Enthusiastic and passionate about your work
- A practical multi-tasker, who can focus on the detail whilst never losing sight of the bigger picture

WHAT WE OFFER

- Join a diverse working environment of people who we learn from every day
- The chance to train and develop your skills in a fun and fast working environment
- Healthcare package
- Enhanced vacation allowance
- Bonus based on sales performance

It's never just a job at Orlebar Brown. It's a way of life. We live and breathe our brand values – Tailored, Vibrant and Brave. Our team define who we are and how we get the job done.

To apply, please contact jobs@orlebarbrown.com with a copy of your CV.

Direct applicants online. *Recruitment agencies – thanks for reading, but we've got this one covered!*