

CATHERINE LERER ANDERSON

Inspired merchant and creative marketer with a distinct vision and editorial acumen.

Fluent in margins and metrics and passion for elevating brand experiences.

Critical shopper, story spinner, market expert.

EXPERIENCE

Independent Consultant

Merchandising, Marketing, Brand Development

Jan 2020 – Present

With over 15 years in multi-faceted fashion industry roles from designer merchant to global sales and marketing, I empower owners and founders to fortify their business health, take data-informed action, and build necessary structure.

My strategic direction as a trusted advisor is rooted in a network of sustainable fashion, craft, and home + lifestyle connections and a deep love of textiles and art. Scope varies and includes:

- Holistic collection merchandising, D2C buy planning, pricing, wholesale go-to-market strategy (clients include Anaak; Grammar NYC; Siwula LA)
- Retail marketing and event planning, influencer strategy (Misha & Puff NYC store opening, 2024)
- US market entry advisory with travel to Uruguay focused on sustainable knitwear and wool production (Brand Assembly for Uruguay XXI, 2024)
- Brand development and market positioning (FiberShed, 2020)
- Distribution strategy, sales communication and retail planning (Liwan for SS26; Electric Feathers; Grecian jewelry/accessories with grant writing)
- Site and marketing calendaring (Chilean handwovens, Mexican knitwear)
- RAISEfashion pro-bono advisor for Black-owned brands via Roopal Patel, Elizabeth von der Goltz

goop; New York, NY + Los Angeles, CA (remote with travel)

Sr. Buying Consultant, Home + Gift Guide

May – Nov 2023

- Spear-headed sourcing, negotiation, and purchasing for largest annual investment in Home vertical from OTB budget, revenue, and SKU goals
- Ideated high-profile collaborations and developed exclusive product in line with brand, creative goals and customer profile
- Championed cross-functional collaboration as point person for Gift Guide 2023 by working with Founder, Creative, Marketing, and Brand VPs
- Managed Assistant Buyer, planning, and gift guide intern to achieve operations launch targets
- Maintained multi-brand and private label home + gift business online and brick-and-mortar stores in collaboration with retail VPs, store buyer, and marketing events team

Misha & Puff; Brooklyn, NY + Boston, MA (remote with travel)

Commercial Director, Interim Brand Marketing Direction

Dec 2020 – Nov 2022

- Steered rapid growth, start up spirited-company sales and brand marketing direction through custom financial planning, merchandise strategy, and brand leadership with GM and founders
- Planned and executed 300%+ YOY sales in Women's and shepherded global wholesale account growth for 6+ annual collections for luxury Children's Knitwear, Shoes, and Accessories
- Elevated market position and grew margins through merchandise assortment and buy planning, pricing, category development, exclusives, and third-party strategy
- Maintained brand standards and margin priorities for 100+ global specialty and majors accounts (Bergdorf, SSENSE, Isetan); onboarded 3 international distribution partners
- Drove D2C e-commerce conversion by pioneering editorial calendaring and creative briefs to align brand voice to founder's vision
- Oversaw 360 marketing campaigns with contractors, influencer partnerships, and in-house creative team; synthesized analytic results for future action
- Created cohesive content buzz and beauty for launches, campaigns, and ecomm collections
- Spearheaded in-person engagements: Launch, hire, train, and allocate for first-ever retail store and summer-long pop-up

Lauren Manoogian; Brooklyn, NY

Brand + Global Sales Director

Jul 2018 – Nov 2019

- Responsible for thoughtfully advancing both brand and business goals, aligning core philosophies with best practices for designer knitwear
- Audited and elevated brand communication: crafted 360 digital marketing plan and social media optimization, launched agency ads, and managed newsletter content to align with investments and brand
- Owned e-commerce buy, site merchandising, and on-set styling to increase direct sales 83% to LY and conversion lift 15%; managed site updates with developers (continued below)

PAST FREELANCE

Anthropologie, Correll Correll, Tom Scott:

Hand-knit Sampling and Design, NYC

A Détacher: Runway Dresser, NYC

Thakoon: Wholesale Intern, NYC

Project No. 8: Sales + Styling, NYC

Ikram: 4-year Sales + Styling Assistantship, Chicago

Corbett vs. Dempsey: Gallery Assistant, Chicago

Anthropologie: Holiday Decor Intern, Chicago

Diana Guerrero-Macia: Fiber Studio Intern, Chicago

PRESS + PUBLICATIONS

Vogue.com

[A Beige Addict on Spring Runway Trends](#)

[9 – 5: What The Most Stylish Women Wear to Work](#)

[10 Eclectic Tastemakers Sound Off on Signature Style](#)

TheCut.com, New York Magazine

[Confessions of a Knitwear Hoarder \(author\)](#)

EDUCATION

New York University

Writing and editing continuing studies

The School of the Art Institute of Chicago

Bachelor of Fine Arts: Fiber and Material Studies, Fashion Design and Theory

Academic scholarship, London study intensive

Rhode Island School of Design

Pre-college summer program

- Hosted first runway presentation and in-house wholesale market in NYC and Paris, led vendor comms, sales forecast, line plan, and negotiations for 100+ global accounts (Net-A-Porter and Matches to specialty), inc bookings 38%
- Personalized VIP press invites and gifting; composed collection text for Vogue Runway launch

Saks Fifth Avenue; New York, NY

Omni Division Buyer, Home + Gifts

Dec 2017 – Jul 2018

- Brought on by DMM to refine omni-channel vision and product curation and to expand the 100+ vendor matrix to exceed financial goals
- Actioned AR/QR opportunities with Divisional Planner; grew drop-ship program to increase profits and streamline inefficiencies; managed rolling receipts and department-vendor budgets
- Revived digital co-op editorial and cross-team marketing to tout new vendor launches from Jonathan Adler, MacKenzie Childs, Versace and holiday exclusives
- Managed direct reports with excel tutorials and soft-skill leadership

Saks.com Market Editor, Site Content Manager

Dec 2016 – Dec 2017

- Drove demand 9% YOY by harmonizing merchant, marketing, and trend office priorities to direct editorial, site, and email content for \$100MM+ Women's Shoes, 25% of site revenue ttl
- Synthesized site metrics and sales history to lead quarterly roadmap calendar and paid marketing for 120+ brands; concept 10x weekly site stories, emails, and brand campaigns
- Elevated editorial features through art direction and trend-supported styling requests
- Optimized category assortment, site merchandising, and UX through competitive market research and trend analysis tools

Bird Brooklyn; Brooklyn, NY

Buyer + Editor

Aug 2012 – Dec 2016

- Owned OTB planning, buying, and marketing of 100+ Women's, Men's, Shoes, Accessories vendors from Dries Van Noten to Acne and CDG for 5 doors and web; grew revenue 14.6% and GM\$ 28% in tenure
- Refined brand direction and established voice; conceptualized, calendared, and directed fashion editorials and newsletter to grow site revenue 60%; conversion 36%
- Passionately scouted and cultivated emerging talent; developed exclusive product collaborations and private label cashmere
- Managed editorial blog and co-owned social content; grew IG follower rate 750%
- Grew buying and ecomm team and interns; empowered store staff with trend guides and product knowledge clinics

Maharam, Luxury Textile Design; New York, NY

Communications + Web Editor

Jan 2011 – Jul 2012

- Coordinated complete site redesign and launched *Stories*; wrote long-form articles and managed VIP contributors, including John Pawson and Stefan Sagmeister
- Owned site metrics and established social strategy, aided print ad campaigns and press strategy
- Responsible for new product and color naming; curated new collection showroom displays and hosted NeoCon press appointments
- Managed Maharam Bags collabs with Hella Jongerius, Jasper Morrison, et al

Barneys New York; New York, NY

Executive Assistant to EVP/GMM, Judy Collinson

Sep 2010 – Dec 2010

- Ran topside sales and OTB reports for all executive buying office review; organized photoshoots and style outs in coordination with Julie Gilhart's Fashion Office
- Coordinated co-op marketing contracts for all Women's, Accessory, and Holiday catalogs
- Managed executive's confidential correspondence, travel, and calendar with global C-suites

SKILLS

Technology

Mac and Windows, MS Office, PowerPoint, and advanced Excel
(Pivot tables, VLookups, XLookup and IndexMatch)

Retail POS software, site analytics, and trend reporting (Shopify, AirTable, Looker, RetailPro, Teamwork, Omniture, MicroStrategy, Trendalytics)

Wholesale PLM and WMS (JOOR, NuOrder, Le New Black, ApparelMagic)

G Suite, Google Analytics, Slack, Project Management (Asana, Monday, Basecamp, Notion)

Email + Social media apps + analytics
(Klaviyo, Buffer, Minter)

Language

French and Spanish (elementary proficiency)