

RHYS LORING

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EXPERIENCE

OCTOBER 2014 – PRESENT

MERCHANDISER, VF CORPORATION – LEE JEANS/ROCK & REPUBLIC *MERRIAM, KS*

- Serve as key contact for internal teams & global partners on all points of line strategy, including pricing, assortment planning, marketing strategy, business growth & inventory management, & style details of over 700 SKU's in \$110 million female twill & denim long bottoms business annually.
- Identify & implement process improvements for increased efficiency & productivity. Served as key merchandising contact & consultant for transition from single analysis cost reporting tool to automated systems based tool with ability to analyze data in multiple views, reducing effort of over 100 working hours per season.
- Lead contact & owner of development & production calendar for merchandising & design teams. Lead weekly meeting with team of 15 employees to plan & manage upcoming calendar milestones, as well as serving as calendar liaison for cross-functional planning.
- Own cost negotiation, vendor allocation strategy, & management of production quality control issues on products. Work closely with design partners on cost targets & cost engineering agendas to provide balance between design intent & cost in relation to scope of the business.
- Manage business strategy and use of surplus fabric yardage to reduce to mitigate loss to bottom line business.
- Work closely with consumer insights & sales team to understand consumer needs to build line & product strategy. Shop market & read publications to keep up on current trend.
- Partner with forecast partners to determine buying strategy of line with consideration to account needs & corporate margin goals.
- Present line throughout stages of development to internal teams & key accounts with domestic & global travel as needed.
- Mentor & coach support staff with delegation of new projects & support manager in on-boarding process of new staff.
- Review & evaluate all fabrication & trims through development process.
- Actively participate in fit & finish of seasonal line at all stages of development & production process, including additional evaluations of fit & quality execution on quality control issues.
- Work closely with merchandise manager in execution of seasonal line plan by sourcing fabric & trims in the development of the line. Implement vision of the seasonal line plan by supporting the design & development of the line & pass off all of details to technical teams for sample production.

OCTOBER 2013 – AUGUST 2014

ASSISTANT PRODUCT MANAGER, RUSSELL STOVER CANDIES, KANSAS CITY, MO

- Managed product from initial concept through development with consideration to costing & margin goals for over 100 SKU's, with emphasis on Halloween, Weight Watchers, and everyday boxed chocolates.
- Analyzed & articulated cost scenarios for new products. Utilized understanding of consumer packaged goods when developing new products.
- Served as liaison between multiple departments to create new & modify existing products. Subject matter expert for day-to-day product questions within organization.
- Managed multiple seasons & projects simultaneously with ability to prioritize deadlines accordingly.
- Supported sales team in product details for customer presentations, development of marketing tools such as sell sheets & seasonal product overviews.
- Kept abreast of competitor product and market trends to foster new products & pack types.

AUGUST 2011 – AUGUST 2013

PRODUCT MANAGER, KATE SPADE NEW YORK, *NEW YORK, NY*

- Oversaw apparel production process from initial concept through bulk production & shipping for all mainline apparel for 200 SKU's & over \$25 million in wholesale per season. Multi-tasked to handle the needs of three to four seasons simultaneously.
- Reviewed bulk shipment status weekly & followed-up with factories on outstanding issues. Negotiated costing at development & bulk stages based on vendor relationships & corporate strategies and goals.
- Monitored calendar due dates for team & cross-functional team deadlines & fit samples. Reviewed bulk fabric & trim submits from factories to approve for production.
- Acted as solutions-driven partner for process improvement, costing challenges, & production issues.
- Served as liaison between design & vendors for all development, with special emphasis on buttons & trims.
- Assisted in the allocation process in pre-production based on vendor capability, capacity & style assortment.
- Monitored Work in Progress (WIP) report weekly to ensure factories were adhering to the production schedule.
- Reviewed all Top of Production (TOP) samples to ensure quality standards were being met prior to shipping to stores.

NOVEMBER 2007 – AUGUST 2011

ASSOCIATE PRODUCTION MANAGER, POLO RALPH LAUREN, *NEW YORK, NY*

- Acted as liaison between America, Europe, Japan and Korea buying teams and the factories. Communicated production issues from factory to buyer, such as delivery slides, shortages and overages, and quality issues while adhering to corporate calendar dates and production time and action chart.
- Implemented new process for internal shared drive for daily communication related to merchandise assortment.
- Managed approximately 15 million units, 1500 SKU's, & \$140 million in wholesale annually.

MAY 2006 – OCTOBER 2007

ASSISTANT MERCHANDISER, DESIGN RESOURCES INC, *OVERLAND PARK, KS*

- Assisted in merchandising, design, development of Men's & Women's outerwear & sportswear

EDUCATION

MAY 2006

BACHELOR OF SCIENCE IN TEXTILE & APPAREL MANAGEMENT, UNIVERSITY OF MISSOURI-COLUMBIA

Cum Laude honors (3.5 GPA), minor in business, & award for outstanding senior in program major.

SKILLS

- Merchandising & marketplace analysis with emphases in apparel market
- Product & project management
- Costing analytics & negotiation
- Microsoft Office applications including Excel
- Keen ability to manage multiple projects simultaneously
- Woven tops, casual bottoms, denim, skirts & dresses; sweater & cut & sew tops & dresses