



anna + nina

VACANCY

Head of Retail

Requirements

- Over 8 years of experience
- In retail management
- Involved in fashion or decoration industry
- Omnichannel strategy
- Opening stores abroad
- Organizational and (project) management skills
- Commercial
- Entrepreneurial

 Amsterdam  Minimum of 8 years experience



Anna + Nina is a Dutch design brand creating and curating eye-catching jewelry, homeware, and apparel. The brand has three physical stores, an online store, and a presence in renowned department stores. As they continue to grow and expand internationally, they are hiring a new Head of Retail.





ABOUT THE COMPANY

Anna + Nina

Founders Anna de Lanoy Meijer and Nina Poot birthed the lifestyle label Anna + Nina during a holiday in Bali in 2012. They fell in love with Jewel Rocks, a brand for jewelry, and took some handmade items home. Their background in PR and fashion proved useful to kickstart an enterprise. The first retailers quickly joined, and they connected with several other brands. The company started as a jewelry agency and soon after, the founders opened their first showroom and shop in the heart of Amsterdam. As their product portfolio broadened, Anna + Nina became a go-to concept store for jewelry, fashion, and interior products.

Anna + Nina's customer experience is key to the company's success. The company is highly successful as an international online brand and shop. They also run three physical stores, two in Amsterdam and one in Antwerp. In the physical stores, customers get a taste of Anna + Nina's style and what they stand for, while the sales strategy is more and more focused on online. Hence, the retail stores are creative outlets where details matter. On top of the retail outlets, Anna + Nina collections are sold at popular department stores in the Netherlands and abroad – including de Bijenkorf, Liberty London, and Selfridges.



“Customer experience is essential for our success. Our stores are unique; we create spaces that inspire people. A place for people to escape the ordinary – a living, breathing experience for every customer – that’s the goal!”

Nina Poot, co-founder at Anna + Nina.

Anna + Nina is ambitious. De Lanoy Meijer and Poot want to expand with five more stores in European cities, to create more brand awareness. Therefore, they are adding a new Head of Retail to the leadership team, who deeply understands the vision for Anna + Nina’s physical stores and will play an essential role in the company’s success.





VACANCY

Head of Retail

The Head of Retail takes charge of the long-term strategy and the customer experience in the three current retail stores. The Head of Retail is a natural leader; a real people person and a connector who likes to challenge others to get the best out of themselves.

The focus of the Head of Retail will be to create, execute and manage a robust customer experience in the retail stores. In Anna + Nina's strategy, the physical store impression is a great contribution to brand awareness and marketing. The Head of Retail works closely with store managers to implement and monitor customer experience projects and the omnichannel strategy. An example: for customers to encounter the brand and style in the store, Anna + Nina offers popular services, like personalizing jewelry with engraving, ear piercing, and a new technique of welding with their new 'Never-Ending Bracelet'.

The Head of Retail also develops and implements a comprehensive strategy to maximize sales per store. They will give input to budget and planning processes and set store targets and cost budgets in line with company plans. The Head of Retail ensures nothing holds the store staff back to deliver results. In weekly progress meetings with the sales teams and store managers, they coach and motivate employees to improve performance and personal growth.



As a part of the leadership team of Anna + Nina, the Head of Retail has full oversight, understanding, and responsibility of the P&L. They are a sparring partner and report directly to the founders, and regularly interact with senior management across functional areas to ensure objectives are met. ■



“The Head of Retail is a key linchpin for people operations and the implementation of strategy, neutrally positioned between the company leadership and our retail stores.”

Anna de Lanoy Meijer, Co-founder at Anna + Nina.



Interested? Anna + Nina has appointed Top of Minds to fill this vacancy. To express your interest, please contact Gijs Millaard at gijs.millaard@topofminds.com.