

# Tsz Wan Cheung, Cecilia

## Contact

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## Profile

**Objective** Passionate about the fashion industry, I wish to give in and contribute the skills and education that I have acquired into a challenging and tough retail buying situation in order to achieve the desired result.

## Education

### 2009 to Present BA (Hons) Fashion Management

Birmingham City University, Birmingham Institute of Art & Design, Birmingham  
The programme stresses a great deal in the local as well as global growth of Fashion Business around the world, which covers subjects such as Fashion Trend Analysis, Fashion Marketing, Visual Merchandising, Product Development, Buying and Merchandising, International Retailing, Human Resource Management, Fashion Design and Events Management, etc.

The course provides me a basal knowledge and a strong background of different facets of the immense world of fashion industry, from concept through production. It has guided me to see fashion in a boarder context than just clothes. For instance, the course Fashion Trend Analysis has provided knowledge on accurate prediction of the possible development of certain fashion products in the local as well as international market.

Throughout my degree course, further skills I have developed include:  
Ability to identify and analyze consumer lifestyle trends through study of PESTER factors (Politics, Economy, Social trends, Technology, Environment, Religion and culture).  
Producing well-researched and analysis of information from current market and well financial calculation.

Currently in my final year of study, I am writing a dissertation which explores an area of particular personal interest: Fashion retail truck which sells Japanese and British vintage clothing in a tour route near university areas. University students are the target customer base. The project focuses upon emerging in student marketing, fashion vintage trend and business strategies in fashion retail market.

### 2006 to 2009 3-years Higher Diploma in Fashion Merchandising and Retailing Hong Kong Design Institute, Department of Fashion and Textiles, Hong Kong

### 2005 to 2006 Foundation Diploma in Computing Stream Youth College (So Uk), Hong Kong

## Work Experience

**Sales Advisor**  
**Marks and Spencer (Asia Pacific) Limited, Hong Kong**  
**Responsibilities**

**Part-time job**  
**November 2006 to September 2009**

- ✓ Assisted manager with stock merchandising
- ✓ Provided a high standard of customer service
- ✓ Assisted to train new staff members
- ✓ Help customers with enquiries – provide advice, styling tips and product knowledge
- ✓ Effectively process stock inventories
- ✓ Assist with window displays for special promotions

## Achievements

- Received many positive comments from customers regarding my customer service
- Learnt about merchandising for a retail fashion store
- Successfully applied the principles of retail selling to meet brand standards

## Student Helper (Dresser) Design Graduation Show 2008 Responsibilities

Volunteer  
26<sup>th</sup> to 28<sup>th</sup> June 2008

- ✓ Ran errands for designers
- ✓ Steamed and ironed clothes for shows
- ✓ Made sure all pieces were returned to clothes rack in order
- ✓ Assisted with the running of the program for the show
- ✓ Helped clean up after show

## Achievements

- Received many positive comments from designers
- Developed an understanding of fashion show backstage running

## Key Skills

### Personal Skills

- Adaptability, and willingness to take on new challenges
- Commercial trends awareness
- Excellent communication and writing skills in English, Cantonese and Mandarin
- Excellent experience with Photoshop CS3 and Chinese Word Processing
- Able to work as team player

### Technical Skills

- Adobe Photoshop CS3
- Adobe InDesign CS3
- Microsoft Word
- Microsoft Excel
- Microsoft PowerPoint
- Microsoft Outlook
- Chinese Words Processing

## Reference

Mr. Jimmy Chan  
Store Manager,  
Marks and Spencer (Asia Pacific) Ltd

Ms. Nina Yiu  
Lecturer,  
Department of Fashion and Textiles  
Hong Kong Design Institute