



YUZHEN  
WANG

## PROFILE

A graduate in fashion and business related subject, with well-rounded practical experience in event management, brand promotion, hoping to develop further in the terms of working experience for a certain period of time, before furthering my study as a master student.

## SKILLS



## UNIVERSITY

Bachelor of arts in Fashion Business and Promotion (2016-2019)

Birmingham City University

First-year Key Training:

### - Trend Forecasting

Systematic training in forecasting trends looking at basic elements such as key drivers and colour palettes, alongside with significant practical experiences in Adobe Indesign;

### - Buying and Merchandising

Learning the structural knowledge on how a mainstream fashion business predicts the upcoming desirable style sort out the logistic of organizing the procurement of the variety of apparel in a specific season; Using the knowledge to perform a trend forecasting for All-Saints 2018 SS and recommended a portfolio of procurement for All-saints.

### - Supreme Market Gap

Intensive researches into why Supreme does not involve in expansion in the market of China, which seems to be highly attractive, while coming to the conclusions that the brand image and the value behind is not suitable for retail expansion, which led to the conclusions of engaging in more brand value related street culture expansion in the market of China.

### - Saint Basil's Charity Project

Multiple Charity events organized to raise money for St. Basil's, including numerous bake sales, a charity jeweler sales with performers invited with over 50 attendants, alongside with other on street fund raising activities

### Final-year Project on Secondhand Luxury

- Preliminary research on the market gap in China in secondhand luxury products and the reasons behind it, alongside with researches into how the global market does in this business area

## Personal Qualities

Enthusiastic

Kindness

Responsible

Conscientious

## Contact



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## Reference

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- Forming a basic concept of Community of Preloved, an organization specialize in promoting the culture and knowledge on secondhand luxury consumption among late generation-Y in China, based on the findings that there is a gap of awareness and understanding in this, where the millennials are the key influencers that could bring this culture into mainstream

- Developing artwork, including posters, photoshoot with multiple models involved, a 3D interior Design of the pop-up shop, as well as the initial establishment in the social media platforms since the organization focuses on building pop-up shops and online promotion through popular social media such as Wechat and REDs.

## Work Experience

### Part-time Modeling (On-going)

- New fashion model with experience modeling for the fashion brand HAMCUS in various shooting locations. No agency contract at the moment

- Recent example available on Hamcus homepage at [www.hamcus.us](http://www.hamcus.us)

### Brand Recruitment For Sisley France (May 2018 – June 2018)

- Carried out Primary researches to understand the shopping behaviors of Sisley's target customer

- Undertook intense training and experience in customer communication and the maintenance of customer relationship during the period of Internship working experience

- Created attractive contents for readers including the evaluation and comparison of skincare and cosmetics products that are popular in the market

### Sales Assistant July 2016-August 2016

Working at LINQINGXUAN, a natural ingredient based skincare brand, in the city of Jilin

- Communicate with customers and introduce suitable products according to skin types

- Online marketing through social media such as WECHAT

- Daily hygiene maintenance at the counter