

FELIPE MARTINEZ CUTILLAS

Founder & Consultant | Product, Buying & Collection Strategy

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EXPERIENCE



STUDIO NN AGENCY | Founder — Product, Buying & Collection Strategy

2019 — Present · Spain (international clients)

Founder of an independent fashion consultancy that integrates senior product, buying and collection strategy into our clients' organisations. We translate growth plans into collection strategies tailored to fast-paced environments, balancing quick wins with long-term brand vision — and now also lead Technology, designing and building end-to-end Fashion Solutions for the industry.

In-house product — **Aimily**: AI-powered, end-to-end Fashion Collection Management platform (creative, merchandising, design, digital).

Selected clients: Karl Lagerfeld, Hoff, Hereu, Shon Mott, Pompeii.

- Define product range plans, buying architecture and pricing strategy across channels (retail, digital, wholesale, .com).
- Translate trend insights into commercially successful collections aligned with brand DNA.
- Lead end-to-end product development from concept brief and sample review to commercial launch.



NIKE EHQ | Director of Product & Buying, Footwear Europe

2014 — 2018 · Amsterdam, The Netherlands

Previously Senior Buyer, Product Footwear · 2014 — 2016

Led the Product Footwear team within the Running Category for Western and Central-Eastern Europe across Wholesale, Retail, Nike.com and Outlet. Reported into the European Chief Product Officer and Creative Director.

- Built integrated, profitable, consumer-right collection plans delivering Nike Running's marketplace vision and category growth targets.
- Owned competitive analysis, sell-in / sell-out tracking and pricing strategy across regions; defined the product range and collection grid for each season; presented collection direction to key European wholesale accounts.



INDITEX (Tempe) | Senior Buyer, Product — Zara Woman Footwear & Bags

2011 — 2014 · Elche, Spain

Previously Buyer Manager — Footwear · 2011 — 2012

Senior Buyer for Zara Woman Footwear, reporting to the brand manager. Led the buying and collection strategy for a portfolio of 250 references across 81 countries, 1,500 stores and Zara.com, with an annual budget of €150M.

- Scheduled collection development with Design and Production to ensure the right product in store at the right time.
- Tracked daily sales and KPIs (stock, ASP, sell-through, replenishment, range mix) and adapted the collection in real time to consumer trends.
- Co-built the buying strategy and Go-to-Market plan with Financial Planning; presented to the CEO and Leadership team.

EDUCATION

Upon Consumer Product Buying and Retailing · University of Oxford, UK

Complex Problem Solving · UNIR — Universidad Internacional de La Rioja

International Purchasing Manager in Fashion & Retail · Fundesem Business School & EOI, Spain

Telecommunication Engineering · U. Miguel Hernández · Erasmus, U. di Pavia

LANGUAGES

Spanish — Mother Tongue

English — Full Professional

Italian — Full Professional