
JASON COELHO

Cape Town · jason@parallelstudio.africa · +27 74 468 9063
[linkedin.com/in/jason-coelho](https://www.linkedin.com/in/jason-coelho)

Twenty years in luxury and premium retail. Buying, visual merchandising, store operations, sales. Skilled at translating brand vision into systems and behaviours that work on the floor.

LUXURY CLIENT RELATIONSHIPS

Eight years at Brunello Cucinelli selling to one of the most exacting customers in retail. Built and managed private client portfolios across the New York and Los Angeles boutiques. Hosted twenty-plus trunk shows annually and ran VIC relationships that returned season after season. At Todd Snyder, managed personal shoppers and editorial pulls for TV, film, and the NAACP Image Awards. The skill set translates directly to the EDITION guest: design-literate, internationally mobile, allergic to anything that reads as effort.

SALES AND COMMERCIAL PERFORMANCE

As Men's Buyer for Brunello Cucinelli North America, co-managed the men's collection across twelve US boutiques. Directed seasonal buying, product allocation, and twenty-plus trunk shows a year. Built a PR product-matching tool that lifted editorial placements. As Account Executive at Flagship, a visual merchandising SaaS platform, owned the full B2B sales cycle from HubSpot outbound through to product demos and pilot close. Two pilots signed in the first four months as one of the first US hires.

VISUAL MERCHANDISING AND BRAND ENVIRONMENT

Regional VM Manager for Cucinelli on the West Coast, overseeing thirteen retail locations and twenty-five wholesale accounts including Nordstrom, Saks, and Neiman Marcus. Led four store openings and seasonal installations. Travelled to Florence and Milan each season. Followed by Regional VM for Suitsupply across six West Coast stores, training thirty-plus staff on execution and travelling to Amsterdam and Italy for collection styling. The work is spatial storytelling: how a guest moves through a room, what they see first, what makes them stay.



BUYING AND COMMERCIAL PLANNING

Five years buying men's at Cucinelli: range architecture, price ladder, depth and breadth decisions, open-to-buy management. Translated atelier collections into commercial assortments that performed across very different markets, from Madison Avenue to Bal Harbour to Beverly Hills. Earlier, trained as a buyer at Suitsupply's Amsterdam headquarters and ran product allocation across the US and Canada, including the Toronto and Scottsdale openings.

PRE-OPENING AND STARTUP ENVIRONMENTS

Comfortable in environments without playbooks. At Flagship, joined as one of the first US hires and built pipeline from zero in a category the market did not yet understand. Supported five new store openings at Cucinelli in New York and led four more on the West Coast. Earliest work was with LiquidChefs, South Africa's original mobile bar service, on events including the Cape Epic, the J&B Met, the SA Music Awards, and the Loerie Awards. The pre-opening rhythm of build, brief, execute, and reset is familiar.

EXPERIENCE

Account Executive · Flagship · Los Angeles · May 2025–Nov 2025
Regional Visual Manager, West Coast · Suitsupply · Los Angeles · Jun 2023–May 2025
Sales Associate · Todd Snyder · Los Angeles · Nov 2022–Jun 2023
West Coast Regional VM Manager · Brunello Cucinelli · Los Angeles · Sep 2019–Mar 2022
Men's Buyer · Brunello Cucinelli · New York · Jul 2014–Sep 2019
Junior Buyer / Assistant General Manager · Suitsupply · Washington DC and Amsterdam · Aug 2012–Jun 2014
Bartender, Bar & Event Manager · LiquidChefs · Johannesburg · 2007–2009

EDUCATION

BBA, Intrapreneurial Management · University of Johannesburg

