

DONIKA OSMANI

Merchandising & Buying | Brand Strategy

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PROFILE

Born in Sudan and raised across Namibia, Malawi, North Korea, and Italy, I bring an internationally shaped perspective to fashion business. My background spans merchandising, brand strategy, and womenswear collection assortment development, with hands-on experience in the luxury sector. Strong interest in retail analysis, assortment planning, trend analysis, and market analysis — combining creative thinking with a genuine enjoyment of the analytical side: Excel, data-driven reporting, and commercial strategy.

Languages

English (Native), Italian (B2 CILS Certified), Albanian (Native), French (Basic)

EDUCATION

Fashion Management Masters | Domus Academy (Milan) & Regent's University (London) | Milan, Italy | 2025 – Present

Fashion Design and Accessories Bachelor | Istituto Marangoni | Milan, Italy | 2021 – 2025

KEY PROJECTS

CycleJeans FW26-27 Topwear Womenswear Collection Assortment

- Womenswear collection assortment planning and SKU management across 200+ styles, developing a commercially viable topwear collection to strengthen brand's premium positioning in the luxury sector
- Produced 40+ technical sheets detailing colour, materials, hardware, stitching, and construction across the full assortment
- Collection stretch analysis, price architecture, and collection structure — producing colour, materials, and product charts aligned with 'Urban Renaissance' concept

Slamjam SS27-28 Buying Assortment

- Buying plan development for Slam Jam Milan SS27: 32 SKUs, 281 units, €50,000 OTB across Vivienne Westwood, Vaquera, and Ottolinger, with full pricing, markup, size range, and tier documentation beyond brief requirements
- Sell-through analysis, price architecture mapping, and competitor stockist research to identify structural gaps and inform brand allocation strategy
- Concept development and launch of DOLLROT.EXE, an interactive dress-up website integrating the buying assortment with Slam Jam's subculture identity, supported by an omnichannel strategy across Instagram, Snapchat AR, phygital window display, and store interior
- Received direct validation from the Slam Jam buyer — the only student project selected for internal review

WORK EXPERIENCE

Product Development and Marketing Intern | Kittima Milano | Milan, Italy

Jun 2026 - Present

- Trend analysis and report preparation across consumer behaviour, colour direction, runway analysis, hardware, silhouette, and technical design — delivering comprehensive reports used in consulting engagements with luxury brand clients in the luxury sector
- Market analysis to support collection assortment development and product positioning decisions

Editorial Intern | Nasty Magazine | Milan, Italy

Aug 2024 – Feb 2025

- Graphic design and layout production for 50+ editorial features using InDesign, including copywriting, credits, and editorial introductions
- Published and managed content in WordPress, applying SEO tags, categories, and metadata across digital formats
- Brand sponsorship prospecting: built segmented outreach lists by location and product category to support commercial partnerships
- On-set support during editorial shoots, facilitating communication with international clients and talent

Runway Dresser | The Attico | Milan, Italy

September 2023

AWARDS

- Scholarship Competition Winner: Project-Based, Domus Academy
- Unfold Design Competition Finalist, Domus Academy

SKILLS

Merchandising & Buying: Collection Assortment Planning, SKU Management, Price Architecture, Trend Analysis, Market Analysis, Report Preparation, Sell-In/Sell-Out Analysis, Visual Merchandising, Linesheet Development, Purchase Order Management

Brand & Marketing: Brand Audit, BCG Matrix Analysis, Competitive Benchmarking, Campaign Development

Software: Adobe Suite (InDesign, Photoshop, Illustrator), Excel, PowerPoint, Figma, Procreate

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