

Yuwei Qian
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Education

University of the Arts London

Fashion Entrepreneurship and Innovation

Sept. 2024 - Sept. 2025

- **Key Courses:** Entrepreneurial Practice Research, Leadership and Team Dynamics, Business Fundamentals, and Coaching Strategies for Global Changemakers.

University of the Arts London

Jewellery Design

Sept. 2020 - Jun. 2023

- **Key Courses:** Introduction to Jewellery Skills, Advanced Jewellery Skills, Cultural History and Theory, Research Methods and Approaches, Exploration and Focus.

INTERNSHIP EXPERIENCE

ICONIC SHOWCASE (London)

Oct. 2023 - Jun. 2024

Brand Owner & Store Manager

- Responsible for daily store management, including staff recruitment, inventory and financial management; regularly analysed sales performance, profit and cost indicators, and continuously improved operational efficiency. The store's average daily sales reached around £2,000.
- Analysed sales data, tracked consumer age, ethnicity, average transaction value, and preferred brands; promptly adjusted brand cooperation strategies and in-store product displays to drive sales.
- Connected with fashion brands and designers through offline exhibitions, invited them to join the store, and managed negotiations, contracts, onboarding, renewals, and product display planning. Successfully signed five new brands during this period.
- Maintained relationships with key customers by keeping regular contact via email and instant messaging apps, sharing the latest products, and encouraging repeat purchases.
- Planned and organised two influencer events and four offline co-branded activities, expanding store visibility through influencer visits, brand workshops, salons, and launch events. Influencer campaigns drove over 150+ daily visitors, while the All Saints salon attracted 50+ offline participants.
- Independently founded a jewellery brand targeting female consumers aged 30+, curated and selected design pieces for the brand's catalogue, and launched at ICONIC SHOWCASE. Achieved an average monthly sales revenue of approximately £2,000.

Purkinje Hermit London (London)

Jun. 2022 - Jun. 2025

Jewellery Designer & Sales

- Designed jewellery products and participated in quarterly fixed markets, each lasting 3–7 days.
- Researched jewellery market trends, new materials and technologies to seek design inspiration; adjusted accessory design themes based on consumer feedback and upcoming festivals; independently designed and produced rings, bracelets, necklaces, and earrings, covering raw material sourcing and handcrafting processes.
- Created brand and product copywriting, event texts, designed brand logo, customised packaging bags, and published content on social media channels such as WeChat Official Account and Xiaohongshu.
- Recommended and introduced products suited to different customer styles based on their outfits; achieved an average sales revenue of about £800 per market event.

Project

Fashion Entrepreneurship & Innovation Exhibition / Pop-up Event

Dec. 2024 – Jun.2025

Curatorial Team Leader

- Planned a three-day pop-up event for students of the programme, as arranged by the university. This included roadshow presentations and an offline exhibition. Designed the roadshow agenda, coordinated exhibition space and event flow according to students' brand showcase needs and school arrangements, providing students with business opportunities and testing commercial feasibility.
- Collected exhibition requirements from 63 participating students via questionnaires; liaised with over 12 VIP guests and external professionals to invite them to attend.
- Led the team in completing poster design, on-site setup and equipment rental, material preparation, as well as staff allocation and order maintenance during the event, ensuring successful delivery.
- Coordinated with external venue providers to confirm usage arrangements; communicated with university tutors, the social media group, and the interior design group to oversee curation, exhibition setup, and event execution.
- Led a team of five members to complete event curation, exhibition setup, and execution. Responsible for task allocation, timeline management, quality assurance, and cross-team communication. The team ranked in the top three among all participating groups.

V&A Museum (Victoria and Albert Museum) Collaboration

Apr. 2021 – Jun.2021

Project

- Designed and produced an arm cuff inspired by Materialized Sketch, an exhibition at the V&A Museum.
- Link: <https://docs.qq.com/pdf/DUK5ORVF2S0tUUU1F>

Louis Vuitton Collaboration Project

Mar. 2022 – May 2022

- Designed rings, bracelets, and other jewellery pieces for LVMH, drawing inspiration from the architectural features of Wuxi's ancient towns;
- Link: <https://docs.qq.com/pdf/DUIJdJ2NGQVN6d0pN>

Exhibition

Beading Project - iPhone Unavailable

- Link: <https://docs.qq.com/pdf/DUIRQZGVaaFFVZmVE>
- Recognised as a "One to Watch" in Bright New Gems 2023.
- Bracelet series "Low Battery & Full Battery" selected by NOVA judges at the 2023 CSM Degree Show.
- Invited by Bright New Gems to participate in the UK Jewellery Festival 2024.
- Works exhibited at London Craft Week (May 2024), London Design Festival (September 2024), and Romanian Contemporary Jewellery Week (October 2024).

Skills & Certifications

- Software Skills: Proficient in Microsoft Word, Excel, PowerPoint, Photoshop, InDesign, and Adobe Illustrator.
- Drawing: Jewellery technical drawings, sketching, quick rendering, and watercolour painting.

IGI International Gemological Institute

Graduate Gemologist. G.

Aug. 2023

LVMH

INSIDE LVMH

Jun. 2022