



**Jill Butterworth** 

Jill Butterworth is a highly effective Director with over thirty years of experience in the luxury sector, excelling in wholesale, retail, licensing, E-commerce, and business development. As a female leader, she has a distinguished track record of delivering profitability and driving sales across B2B and B2C markets in the UK and internationally, spanning apparel and non-apparel categories.

Throughout her illustrious career, Jill has demonstrated exceptional leadership skills, collaborating with executive boards to shape strategic directions and spearhead business growth. As an Independent Retail Consultant, she empowers brands and business owners to craft and execute robust sales strategies.

In her role as SVP Wholesale, Retail, and Business Development at Halcyon Days and Caverswall China Company, Jill managed full P&L responsibilities, expanding the business, forging key partnerships, launching innovative products, and achieving significant sales and margin growth.

With experiences as Retail Director at Links of London/Folli Follie UK and Ireland and Wholesale, Retail, and International Director at Aspinall of London, Jill consistently delivered outstanding results, securing new locations, negotiating contracts, and fostering customer-centric cultures.

Her expertise in buying and merchandise management enriched renowned brands like Burberry, The Scotch House, La Senza Plc, and House of Fraser Stores PLC.

Jill Butterworth is recognized as an intuitive team player, leveraging excellent operational and negotiating skills to drive success in the luxury sector while remaining dedicated to achieving remarkable business outcomes.