



# Merchandising Inventory Internship

Nicole Power

**LIT BOUTIQUE**

# 20 days of internship



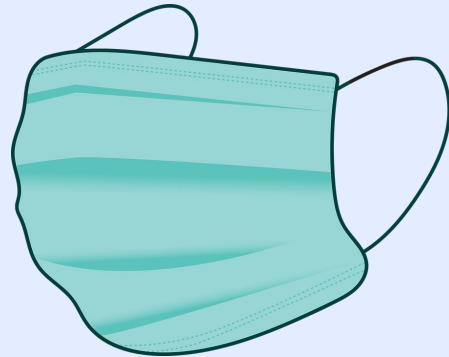
## May

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22 <b>X</b>	23
24	25	26 <b>X</b>	27	28	29 <b>X</b>	30
31						

## June

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2 <b>X</b>	3	4	5 <b>X</b>	6
7	8	9 <b>X</b>	10	11	12 <b>X</b>	13
14	15	16 <b>X</b>	17	18	19 <b>X</b>	20
21	22	23 <b>X</b>	24	25	26 <b>X</b>	27
28	29	30 <b>X</b>				

2020



## July

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3 <b>X</b>	4
5	6	7	8	9	10 <b>X</b>	11
12	13	14 <b>X</b>	15	16	17 <b>X</b>	18
19	20	21	22	23	24 <b>X</b>	25
26	27	28 <b>X</b>	29	30	31	

## August

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4 <b>X</b>	5	6	7 <b>X</b>	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					



# LIT's locations

## Boston, MA

Hanover Street



Newbury Street



Lincoln Street  
HQ/showroom



## Portsmouth, NH



# My role at LIT



## Merchandising inventory intern

### Management:

Nehal-co owner

Finances, marketing,  
E-commerce, analytics

Lisa -coowner

Buyer, researcher, marketing

Shannon- merchandising inventory

Julia- customer relations

Sam- Media coordinator

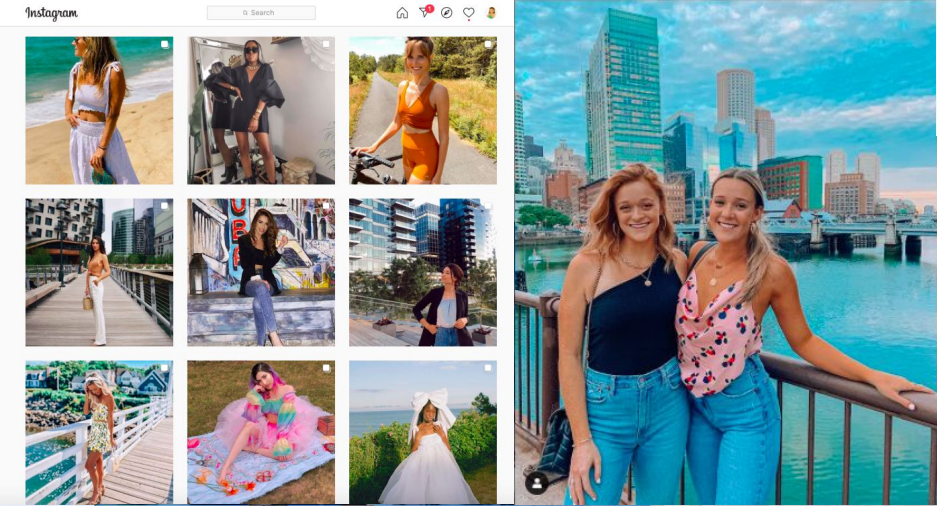


I worked alongside the Merchandising and Inventory Operations team in the office in Boston. I assisted in a variety of projects from merchandise planning, trend forecasting, updating inventory database, as well as managing daily operations. I was also involved with building customer relations through Lit Boutiques socials.



	A	B	C	D	E	F	G
1	Date	Brand	Product Trends	Collection	Promotions	Link	Notes
2							
3	7/21	Boys lie	sweatpant joggers, crewneck,	oversized tees		<a href="https://www.revolve.com/boys-lie/">https://www.revolve.com/boys-lie/</a>	trendy, product image of joggers styles with heels
4	7/21	Lovers+friends	sleeveless jumpsuits			<a href="https://www.revolve.com/lovers-fr">https://www.revolve.com/lovers-fr</a>	wide leg, waist tie, strap detail
5	7/21	superdown	denim slit mini skirt			<a href="https://www.revolve.com/superdo">https://www.revolve.com/superdo</a>	trendy
6	7/21	Song of style	short sleeve button down midi dress			<a href="https://www.revolve.com/song-of-">https://www.revolve.com/song-of-</a>	cornflower blue
7	7/21	Cotton Citizen	long sleeve crop tee			<a href="https://www.revolve.com/cotton-ci">https://www.revolve.com/cotton-ci</a>	light blue, pink mauve, black, white
8							
9		DAYDREAMER	Vintage Rockband Tee	Selfie-worthy Tops		<a href="https://www.revolve.com/daydrea">https://www.revolve.com/daydrea</a>	loose fitting, light background color black or white, iconic band logo
10		9 Seed	Maxi, Spaghetti strap dress	Everyday Casual		<a href="https://www.revolve.com/9-seed-t">https://www.revolve.com/9-seed-t</a>	Unlined, light fabric, spaghetti adjustable straps, maxi dress
11		Boys Lie	Oversized Sweatshirt	Everyday Casual		<a href="https://www.revolve.com/content/">https://www.revolve.com/content/</a>	Oversized sweater, crewneck or hoodie, big graphic or lettering
12	7/9	Privacy Please	Pastels	Weekend Vibes		<a href="https://www.revolve.com/privacy-">https://www.revolve.com/privacy-</a>	Key hole detail, short sleeve, crop cut
13							
14	7/8		Simple, plain bodysuits	Selfie-worthy tops		<a href="https://www.revolve.com/content/">https://www.revolve.com/content/</a>	Scoop neck, straight neck, short sleeve plain color (white, black espec
15	7/8		Babydoll Style Dresses	Sun Dresses		<a href="https://www.revolve.com/dresses-">https://www.revolve.com/dresses-</a>	Babydoll style midi, maxi dresses (little ruffle on bottom)
16	7/8		Tie Front	Weekend Vibes		<a href="https://www.revolve.com/content/">https://www.revolve.com/content/</a>	Knot in front (or draw string) dresses, jumpsuits, blouses, crop top
17	7/8		Nude	Casual and Cute		<a href="https://www.revolve.com/content/">https://www.revolve.com/content/</a>	Nude tank, skirt, shorts, cardigan, sandals
18	7/8		Colored Blazers	WFH Chic		<a href="https://www.revolve.com/content/">https://www.revolve.com/content/</a>	Bright pink, pastel blue and yellow blazers
19	7/8		Green	Instagram		<a href="https://www.instagram.com/revolv">https://www.instagram.com/revolv</a>	Bright green skirt, dress, crop top, blouse
20							
21	7/6	BaubleBar	Gold earrings	Casual and cute		<a href="https://www.revolve.com/content/">https://www.revolve.com/content/</a>	gold hoops, stud dangly - statement earrings
22	7/6	For Love & Lemons	Florals	Date night in		<a href="https://www.revolve.com/content/">https://www.revolve.com/content/</a>	Soft pink, orange and red floral print dresses and tops - a lot with ruffle
23	7/6		Animal print	Dreaming of Vacation		<a href="https://www.revolve.com/content/">https://www.revolve.com/content/</a>	Zebra and cheetah print bathing suit, flowy tops
24	7/6	Show me your mumu	Demin Dresses	Demin Report		<a href="https://www.revolve.com/content/">https://www.revolve.com/content/</a>	Tight mini demin (light to medium wash) dresses
25	7/6		Poof Sleeve	Instagram			Short and long sleeve poof sleeve
26							
27	6/26	for love & lemons	puffed sleeve crop tops			<a href="https://www.revolve.com/for-love-">https://www.revolve.com/for-love-</a>	fall trend
28	6/26	superdown	cross neck halter tops			<a href="https://www.revolve.com/superdo">https://www.revolve.com/superdo</a>	trending
29	6/26	X Free People movement	track jackets, and activemwe	activewear		<a href="https://www.revolve.com/new/202">https://www.revolve.com/new/202</a>	neon, black, tie dye leggings





litboutique This top looks so good on you girl! ✨

# Deep dives

Deep Dives

File Edit View Insert Format Data Tools Add-ons Help Last edit was yesterday at 3:15 PM

100% \$ % .0 .00 123 Default (Ari... 10 B I S A

Date	A	B	C	D	E	F	G
61	7/3	@fermanyii	1155	obsessed with this love!			
62							
63	7/10	deirdre_cusack	1042	The perfect look! 😍😍			
64	7/10	emmabradgold	338	this is too cute!			
65	7/10	bonita.ov	12.2k	obsessed with this look! 🤩 super chic			
66	7/10	candidiyabbi	3581	yes girl!! we love this 😍			
67	7/10	beautifullysyndie	932	congrats love!! your so beautiful 😍			
68	7/10	raquellifestyle_	21.8k	the cutest love!!			
69	7/10	chowdownusa	28.6k	this is awesome! 😍😍			
70	7/10	allisiongilkie5	1201	this is so cute!!			
71	7/10	sandiscanlon	1301	loving these earrings so cute!			
72	7/10	eyecharlene	6707	this is too cute!			
73							
74	7/14	michvalerio	1852	obsessed!! 😍😍			
75	7/14	taylasantangelo	5383	yesss girl! 😍			
76	7/14	vibeinstyle	43.2k	you look so amazing love!			
77	7/14	valeny_x	794	so beautiful!! 😍			
78	7/14	just.jq	821	this is too cute!! 🍷			
79	7/14	nataliekatelung	1800	this is too cute! 💖			
80	7/14	karajianna	1513	wow so beautiful love!			
81							
82	7/17	jaimietucker	49.9k	loving this denim look!!			
83	7/17	not_so_simplee	5509	this is such a cute look! loving this skirt			
84	7/17	eye_charlene	6774	you look amazing! hop you had a great week love			
85	7/17	ciobellafran	10.9k	loving the caption and your dress 😍			
86	7/17	ketlin.aliaj	2110	so stunning love!			

Orders Caroline G. Nicole P. Briar Allen Nicole R. Ila



ootdbostonian • Follow  
Lookout Rooftop Bar Boston

ootdbostonian ROOFTOP IN BOSTON EDITION#ootdbostonian

@lookoutrrooftop is one of our highly recommended place when you are around seaport. It's located at @envoyboston. Such a great spot to enjoy Boston scenery in this summer! This place also became one of the popular bars to hangout and drink!

Influencers: @gonewiththetailwind @livshur @annalusnia @hann\_heiss @lily0brien @crista\_sciortino @princessdeb14 @franceskoback

Liked by litboutique and 168 others  
6 DAYS AGO

Add a comment... Post

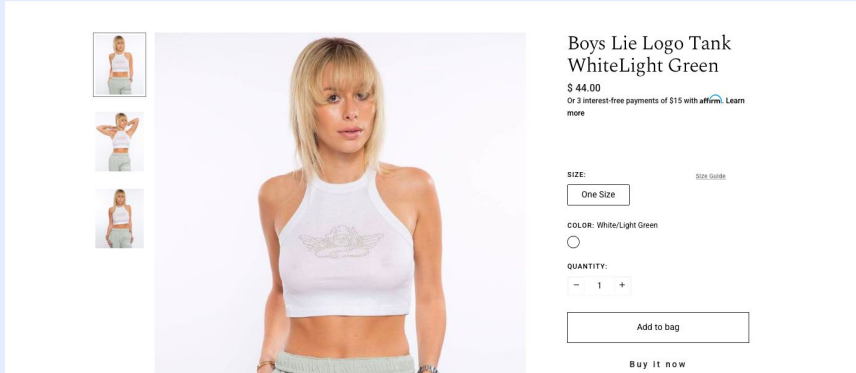
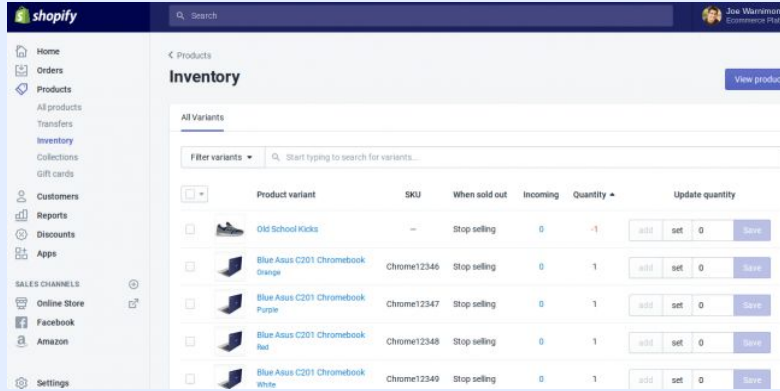
# Updating inventory



## Shopify

-New inventory

-adding product image, description



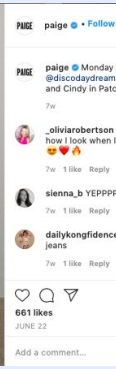
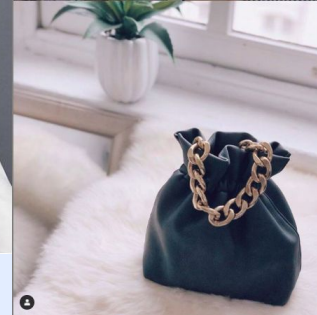
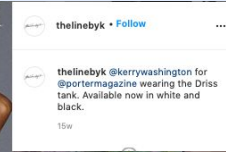
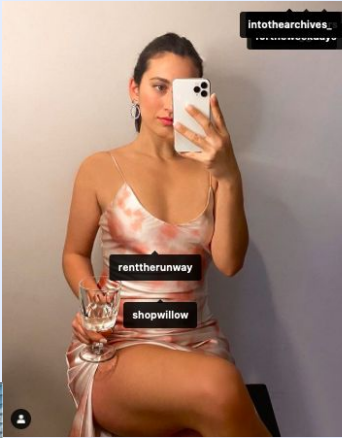
## Unboxing

-tagging and censoring

-hang on racks by style and size

# image gathering

## Reposts for Instagram



Tagged brand images

Brands' posts

litboutique Loving that top on you! Could we repost with credit?  
3w Reply

litboutique We love this! Can we repost with credit?  
11w 1 like Reply

litboutique you look AMAZING!!  
2w 1 like Reply

litboutique can we repost?! we'll credit you!  
2w Reply



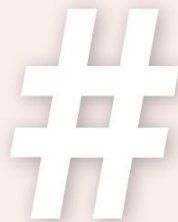
# Planoly

Simplifying Social Marketing

## Creating captions

Exercise? Oh, I thought you said accessorize.

Because it's shop o'clock somewhere.



## The Planoly Hashtag Manager

Create hashtag groups to automatically add to your posts

Research relevant tags that could help expose your content to a new or larger audience

Mix up your tags by adding in some less popular ones to ensure visibility.



# Redesigning the site



# LIT

**Homepage**

**Menu bar**

**Product page**

**Visuals**

**Featured on IG**

**Collections**

@Itsquincie



@Taylasnts



@Uliaali



# influencer content tracking



@Uliall				84K					
Deliverables	Ambassador Story Reviews/Stories (6-8X) Feed Post (2-3X) Feed Video- (15-20 Seconds)			Region	New York	Code	ULIA-UPSHIP		
				Sizes					
				Top					
				Bottom					
				Dress					
				Denim					
Shoe									
<b>Ambassador Story Reviews/Stories (6-8X)- 10</b> <b>Feed Post (2-3X)- 6</b> <b>Feed Video- (15-20 Seconds)- 2</b>									
Week of	Content	Type of Content	Date	Item(s)	Sales on Item(s)	Likes	Comments	DMs	Deliverables
6/14/20	no record	1 slide story	6:44 pm 6/18/20	no record		X	X	X	1 x Story Reviews/Stories
6/28/20	<a href="https://drive.google.com/drive/folders/1-3IsW2l5UVRx_O8KmceHakCnkktGQrNa?usp=sharing">https://drive.google.com/drive/folders/1-3IsW2l5UVRx_O8KmceHakCnkktGQrNa?usp=sharing</a>	3 image 1 video hard post	1:00 pm 6/30/20	Tie Dye Tri Midi	0	930	32		1 x Feed Post, 2 x Story Reviews/Stories
		2 slide story	7:15 pm 6/30/20	Tie Dye Tri Midi	0		X	X	
	<a href="https://drive.google.com/drive/folders/1q0sEmlne1a-vxZNxQiNNvafgdhJ8B8TW?usp=sharing">https://drive.google.com/drive/folders/1q0sEmlne1a-vxZNxQiNNvafgdhJ8B8TW?usp=sharing</a>	1 slide story	4:37 pm 7/1/20	Foolish Polka Dot Jumpsuit	0		X	X	

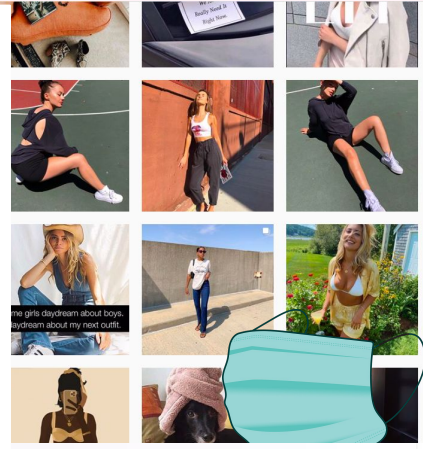
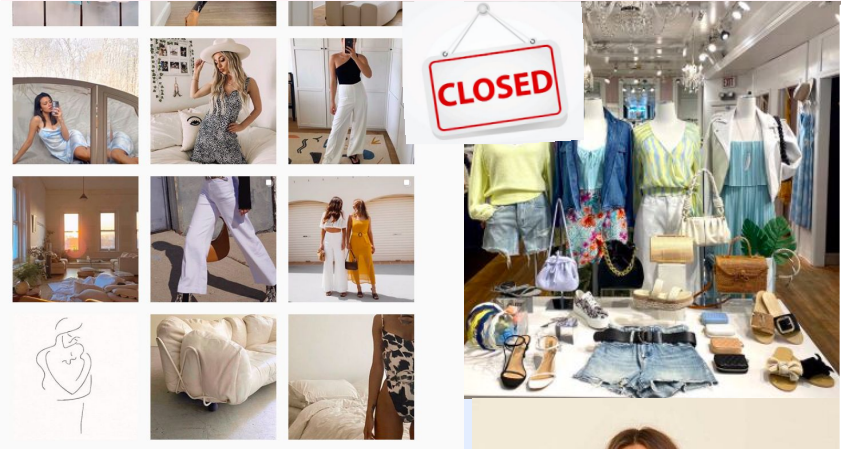
# company's growth and development



May



August



19k followers



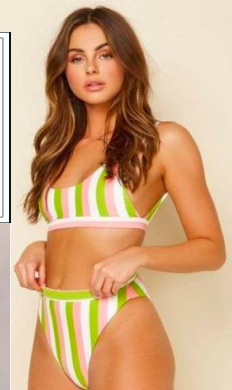
#LITbabe Blog

No Image Available

13.5k followers

JOAH BROWN

muted



litboutique Who run the world?! Powerful, bad'ss women! CHALLENGE ACCEPTED. We're proud to partner with amazing, diverse female-founded brands to empower women to define themselves through their style, and have an impact beyond what they wear. One new brand that we are SUPER excited to introduce to our stores is @del.luvra. @franc.ess' beautiful designs are inspired by strong women and the beauty of that strength, and we could not love it any more! Stay tuned for her pieces coming soon. Until then, let's keep celebrating the amazing women in our lives, on and off social media.

187 views JULY 28



# My experience

## Merchandising inventory Internship



**LIT Boutique** @litboutique  
You are what you wear. So be unique, trendsetting, and empowered.

