CREW À LA MODE

Client Partnership Manager
CREW À LA MODE
June 2026

Reports to:
Creative and Commercial Director

Start Date:
Asap

Location:
On Site, Aalsmeer, Amsterdam

Head Office:
London, E161DR

\ About

Established in 2009, Crew à la Mode is an apparel and lifestyle agency, supplying luxury performance clothing, uniform and lifestyle solutions for super yachts, private aviation, hotels, villas and private residences.

From our Head Office in London, our project management team source luxury yacht crew clothing and uniform from core suppliers, with our offering extending to our consciously produced in-house luxury crew clothing range CALM by CREW, which is distributed from our EU warehouse in Portugal.

\ The Role

As the first point of contact this role will focus on growing Crew à la Mode's client base by extending its reach of products and services to generate new business revenue including initial maintenance of the showroom.

The role is pivotal in converting high-end leads into long-term, loyal clients while ensuring a seamless and personalised sales experience. You will identify and develop opportunities within the industry, explore new markets, nurture new clients and build new partnerships.

This position demands a combination of consultative selling, relationship management, and a deep understanding of products and the Superyacht industry.

\ New Enquiries

- Following the new business protocol to ensure all clients/enquiries get responded to consistently and promptly.
- Working with Marketing to ensure all clients receive the correct information.
- Collaborate with the Creative team on creation of suitable sales tools, collateral, campaigns and other initiatives to support new business.
- Maintain CRM system, with accurate and up to date contacts, status and interactions.
- Using CRM systems to track success rates, average spends, type of spends and feeding back to relevant stakeholders any failures / improvement to be made.
- Commercial and market awareness to extend brand profile through the introduction of new products, services or opportunities.
- Forecasting and reporting on sales targets and potential revenue into Director.
- Market research to identify emerging opportunities, contacts and industry news.

\ Client Meetings and Communication

- Setting up remote calls and in person meetings with clients (travelling when needed) to build relationships and move projects forward with a focus on nurturing accounts.

- Enable a seamless client journey when holding meetings in The Flower Shed but ensuring the studio and sampling is prepared - using the studio team where appropriate.
- Overseeing and attending trade and industry shows/events to build relationships and industry partners
- Setting up meetings at trade shows to maximise potential leads.
- Maintain a strong database of contacts - people, yachts, management companies and owners, capturing how they link together.

\ Showroom Management

- Representing the company core values within every aspect of the role.
- Maintain and manage the showroom space, ensuring it is consistently client-ready for all visits and presentations.
- Ensure all product displays and signage are clear, professional, and align with brand guidelines
- Proactively manage all sampling needs for client meetings, coordinating timely ordering and retrieval from other company locations as required and arrange sample returns.
- Collaborate with the Design and Marketing teams to develop the showroom space and subsequent collateral with the client experience in mind.
- Assist and collaborate with the Marketing/Events team in hosting industry events and providing a personalised welcome to guests.
- Maintaining a high level of product knowledge and customer service

\ New Project Management

- Collate the clients brief, requesting visual files from the artwork team.
- Communicate and run all new large projects:
    - Advising clients on products, services, style and product choices.
    - Possessing a strong understanding of the company's products, the competition in the industry and positioning.
    - Collaborating with design to ensure all the concepts and visuals are correct to the brief.

\ Sampling

- Creating sample orders to match the visuals, dispatch and communicate this information to the client.
- Ordering via purchasing any specific samples required for the client
- Working with the design and production teams to make a specific product for the client.

\ Pricing & Scope of Works

- Quote projects using knowledge and with accuracy. Advising the client on budget.
- Advise on lead times accordingly so they are making the informed choices to meet their deadlines.
- Liaising with production and design to be pro-active. Forecast work and capacity based on the enquiries and projects.
- Once the lines / styles / direction is approved and the deposit invoice paid:
    - Handing the project to the project management team.
    - Host handover meetings with internal stakeholders to cover details of the jobs and all critical information.
    - Introduce the client to the project manager;
      (Critical paths, deliveries, actions, change management, liaising with production etc are assigned to project manager).

\ Requirements

- EU Passport
- Clean Driving License
- Motivation to travel internationally

\ About You

- Proven experience in luxury sales, superyacht, fashion, or bespoke services.
- Strong track record of converting high-value leads into sales.
- Excellent communication and negotiation skills.
- Deep understanding of luxury branding and client expectations.
- Ability to build strong client relationships and provide a white-glove service experience.
- High level of professionalism, attention to detail, and a consultative approach.
- Proficiency in CRM systems and sales reporting tools.
- Ability to work independently while collaborating with cross-functional teams.

\ Why Work for Us

Crew à la Mode brings together talent and specialist skill sets across our dedicated teams across London, Palma, Portugal, Ireland and Amsterdam, creating a purpose-driven culture where together we are committed to driving the Superyacht industry forward.

As a fast-growing company we strive to offer growth- potential as well as staff benefits. We also happen to have great Christmas parties.

\ Equal Opportunities

We believe diversity breeds creativity. We strive for change within our industry and our mission is to be an inclusive and diverse workplace where everyone is treated with respect and provided with equal opportunities. As long as you have the experience and dedication required for the role, we welcome all applications.