

Salary Survey 2024

In the upcoming year, starting salaries are expected to rise, with a minimum wage of £24,000 for a 40-hour working week. This is a positive development for recent graduates and those entering the workforce.



Job Title	London		Outside of London		
Design					
	From:	Uр То:	From:	Uр То:	
Graduate Designer (Entry Level)	£24,000.00	£24,000.00	£24,000.00	£24,000.00	
Assistant Designer / Junior Designer	£24,000.00	£28,000.00	£24,000.00	£26,000.00	
Designer	£30,000.00	£45,000.00	£28,000.00	£35,000.00	
Senior Designer	£45,000.00	£70,000.00	£35,000.00	£60,000.00	
Head of Design / Design Manager	£70,000.00	£120,000.00	£60,000.00	£110,000.00	
Buying					
	From:	Uр То:	From:	Uр То:	
Buyers Admin Assistant (BAA)	£24,000.00	£26,000.00	£24,000.00	£26,000.00	
Assistant Buyer	£26,000.00	£38,000.00	£25,000.00	£31,000.00	
Junior Buyer	£35,000.00	£45,000.00	£30,000.00	£35,000.00	
Buyer	£45,000.00	£55,000.00	£35,000.00	£43,000.00	
Senior Buyer	£55,000.00	£65,000.00	£43,000.00	£55,000.00	
Buying Manager	£65,000.00	£90,000.00	£55,000.00	£70,000.00	

Approximately 51% of employees currently have some form of flexible working arrangement, but overall, product led teams are moving back to at least three days in the office - Striking the right balance between remote and inperson work is crucial



Retail Merchandising					
	From:	Up To:	From:	Up To:	
Merchandise Admin Assistant (MAA)	£24,000.00	£26,000.00	£24,000.00	£26,000.00	
Assistant Retail Merchandiser	£26,000.00	£32,000.00	£26,000.00	£33,000.00	
Junior Retail Merchandiser	£30,000.00	£40,000.00	£28,000.00	£35,000.00	
Merchandiser	£30,000.00	£45,000.00	£30,000.00	£45,000.00	
Senior Merchandiser	£45,000.00	£60,000.00	£45,000.00	£55,000.00	
Merchandise Manager / Head of Merchandising	£60,000.00	£85,000.00	£55,000.00	£75,000.00	
Import Merchandising					
	From:	Up To:	From:	Up To:	
Assistant Import Merchandiser	£24,000.00	£30,000.00	£24,000.00	£32,000.00	
Import Merchandiser	£28,000.00	£40,000.00	£26,000.00	£38,000.00	
Senior Import Merchandiser	£40,000.00	£50,000.00	£38,000.00	£48,000.00	



Cost of living "crisis" - we appreciate budgets are not bottomless pits. However, Employers cannot afford the cost of passivity. Upskilling staff, offering flexible solutions, and a keener ear to financial worries could be pivotal, as is a robust strategy around well-being support.

Technical & Compliance					
	From:	Up To:	From:	Up To:	
Technical Admin Assistant	£24,000.00	£24,000.00	£24,000.00	£24,000.00	
Assistant / Junior Tech	£25,000.00	£32,000.00	£25,000.00	£30,000.00	
Technologist / QA	£32,000.00	£45,000.00	£29,000.00	£38,000.00	
Senior Technologist	£45,000.00	£60,000.00	£38,000.00	£46,000.00	
Technical, Quality or Compliance Manager	£50,000.00	£70,000.00	£45,000.00	£60,000.00	
Pattern Cutter					
	From:	Up To:	From:	Up To:	
Pattern Cutter	£28,000.00	£45,000.00	£28,000.00	£42,000.00	

Production & Sourcing					
	From:	Uр То:	From:	Up To:	
Assistant / Admin	£24,000.00	£28,000.00	£24,000.00	£27,000.00	
Production Coordinator	£28,000.00	£40,000.00	£26,000.00	£35,000.00	
Production Manager / Sourcing Manager	£40,000.00	£60,000.00	£35,000.00	£55,000.00	
Head of Production /Sourcing	£50,000.00	£80,000.00	£45,000.00	£70,000.00	

Pay Gaps - The gap between less and more experienced candidates is narrowing! We are seeing more experienced, skilled workers hitting a glass ceiling on earning potential whereas the less experienced market entrants' expectations has soared – this trend is set to continue into 2024 with the generous increase in the national minimum wage coming in to force in April.



Sales Manager					
	From:	Up To:	From:	Up To:	
Account Coordinator / Sales Admin	£24,000.00	£26,500.00	£24,000.00	£26,000.00	
Assistant Account Manager	£26,000.00	£35,000.00	£25,000.00	£30,000.00	
Wholesale/ Account Manager	£38,000.00	£55,000.00	£35,000.00	£45,000.00	
Sales Manager	£50,000.00	£65,000.00	£45,000.00	£65,000.00	
Head of Sales / Wholesale	£70,000.00	£100,000+	£65,000.00	£100,000+	
Digital & Ecommerce					
	From:	Up To:	From:	Up To:	
Social Media / Content Executive	£24,000.00	£35,000.00	£24,000.00	£32,000.00	
Ecommerce / Digital Marketing Manager	£40,000.00	£80,000.00	£38,000.00	£70,000.00	
CRM Manager	£32,000.00	£55,000.00	£28,000.00	£50,000.00	
Digital Graphic Designer	£35,000.00	£50,000.00	£28,000.00	£45,000.00	
Head of Marketing / Digital	£65,000.00	£120,000.00	£50,000.00	£90,000.00	

Redundancies coupled with a decrease in the availability of senior roles means many experienced professionals are having to settle for lower-paying roles, explore alternative career paths, embrace retraining opportunities, or even consider entrepreneurial ventures

